

AMERICAN

IN THIS ISSUE: • AUCTION MARKET STORY
INDUSTRY REPORTS • BRISKET DISEASE
MAGDALENA DRIVEWAY • NEW ROADS

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE



NOVEMBER 1957

LIVESTOCK AUCTION MARKET ISSUE



Shorthorn International Grand Champion Steers over all breeds (left to right): P S Troubadour, 1956; Ohio's Leader 2nd, 1952; Big Boy, 1947; Royal Jupiter, 1946; and Tomahawk, 1945.

FIVE INTERNATIONAL GRAND CHAMPIONSHIPS . . . PLUS FOUR INTERNATIONAL RESERVE GRAND CHAMPIONSHIPS . . . OVER ALL BREEDS IN THE LAST 12 YEARS A RECORD WITHOUT EQUAL!

If you are interested in

- ✓ GREATER WEIGHT FOR AGE
- ✓ HEALTHY, NORMAL CALVES
- ✓ TOP QUALITY CARCASSES
- ✓ SUFFICIENT MILK FOR CALVES
- ✓ Milder Dispositions
- ✓ CROSSBREEDING PREPOTENCY

then buy Shorthorn bulls at the Denver Show in January . . . in carlots . . . in pens of 3 or 5 . . . or individually. Or, if you prefer to buy privately from reliable herds and wish assistance in so doing . . . contact

AMERICAN SHORTHORN BREEDERS' ASSOCIATION
7 Dexter Park Ave., Union Stock Yards
Chicago 9, Illinois

SHORTHORNS

ARE the solution to YOUR
beef cattle problem

No other breed of beef cattle can match the record of Shorthorns at the last 12 International Live Stock Expositions. During this period, Shorthorn steers have won five grand championships and four reserve grand championships over all breeds at this greatest of all beef cattle shows. And the most recent grand champion, crowned in 1956, set a new all-time record high when he sold at \$20.50 per pound.

No other breed can provide greater proof of more perfect beef form. No other breed can provide more convincing evidence as to rate and economy of gains. Join the swing to Shorthorns and Polled Shorthorns!

and don't forget . . . dwarfism is not a problem with Shorthorns

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The Stockman's Standby for Treatment of Winter Diseases! **FRANKLIN TRI-SULFA**

A combination of sulfonamides, each selected for particular qualities in fighting disease bacteria. The combination provides a broader, yet more specific activity against infections than single sulfonamides.

Highly effective in treatment of common livestock diseases such as SHIPPING FEVER, PNEUMONIA, CALF DIPHTHERIA, FOOT ROT, COCCIDIOSIS and many other bacterial diseases, as well as secondary bacterial complications of many viral diseases in cattle, horses, sheep and hogs.

THREE CONVENIENT DOSAGE FORMS

Franklin TRI-SULFA SOLUTION for use where quick high blood concentrations are essential in fighting infection in severely ill animals. Administered by means of intravenous or intraperitoneal injection. May be supplemented by administration of boluses for longer lasting blood levels.

Franklin TRI-SULFA BOLUSES provide a convenient and economical means of treatment. Available in both 60 grain and 240 grain boluses for large and small animals.

NEW Franklin Liquid TRI-SULFA NS—a concentrated solution of Tri-Sulfa, containing 100 grains sulfonamides per ounce, for use in DRINKING WATER, by INTRA-RUMINAL INJECTION or as a DRENCH. Provides both convenience and economy.

Tri-Sulfa for Sheep

Shipping Fever; Coccidiosis; Foot Rot; Bacterial Scours; Acute Metritis; Bluebag.

Tri-Sulfa for Horses

Shipping Fever; Strangles; Navel Ill; Metritis; secondary bacterial infections in respiratory diseases.

Tri-Sulfa for Swine

Pneumonia; Bacterial Enteritis (Necro); postpartum Mastitis and Metritis; Necrotic Rhinitis.

Write for free Information Bulletin No. 557 giving details on the use of Franklin TRI-SULFA in fighting disease.

Vaccinate Against **BLACKLEG!**

Blackleg is still a deadly menace. It can be kept under control only by preventive immunization. Since vaccination is the only protection, every animal should be vaccinated early.

FRANKLIN C C S BACTERIN has been used for years by stockmen who desire the best protection possible for their calves. More calves are protected each year, from Blackleg and Malignant Edema, with Franklin than with any other brand.

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Authorities claim that lice infestation causes a loss of at least 10% of the gains. Franklin provides a practical one-dip control for lice. Quickly kills both lice and eggs—with prolonged residual action against reinfestation.

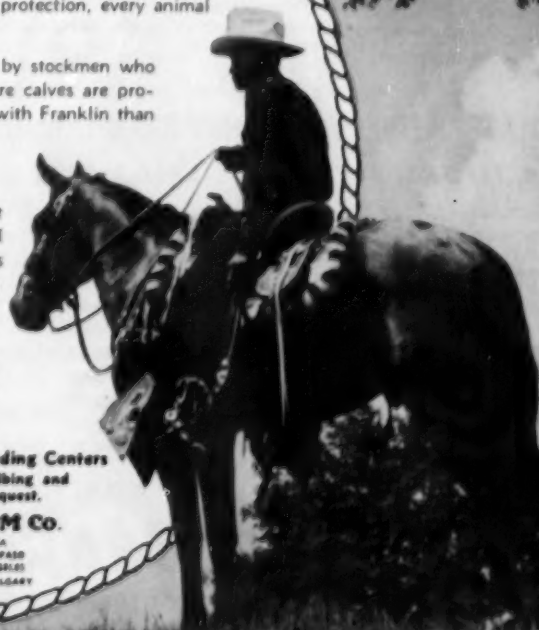
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is a powerful destroyer of external parasites, including lice, ticks, mange mites, with residual control of flies, gnats and mosquitos. Wettable powder and liquid emulsifiable concentrate.

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pricing some 300 proven items **FREE** on request.

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DENVER KANSAS CITY WICHITA
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ALLAMOSA SALT LAKE CITY LOS ANGELES
DILLINGHAM PORTLAND MONTGOMERY CALGARY



11th ANNUAL ROUNDUP of Western Christmas Cards

Illustrated by Robert R. Lorenz



"And behold, the Star..."
No. 1044—Full Color
Greeting: "May the Peace and Joy of Christmas be with you through all the Year."



Greetings from Our Outfit to Yours
No. 1045—Full Color
Greeting: "Merry Christmas and a Happy New Year"



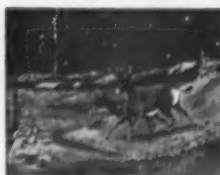
Christmas Mail
No. 1046—Full Color
Greeting: "Merry Christmas and a Happy New Year"



Cuttin' out...
No. 1047—Full Color
Greeting: "A Merry Christmas and a Happy New Year for You."

**WE
PAY
POSTAGE**

in U. S. & Canada



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No. 1048—Full Color
Greeting: "Merry Christmas and a Happy New Year"



Ticklish Situation
No. 1049—Brown Duotone
Greeting: "Merry Christmas and a Happy New Year"



Just Thinkin' of You...
No. 1050—Brown Duotone
Greeting: "and wishing you a Merry Christmas and a Happy New Year"



Lost...and found for Christmas
No. 1051—Brown Duotone
Greeting: "Merry Christmas and a Happy New Year"

IMMEDIATE DELIVERY • MONEY BACK GUARANTEE
ORDER TODAY FROM THIS WIDE SELECTION

All new and different for 1957. Cards are heavy white textured stock, single folded to 5x6 1/2 inches. Complete with bright white matching envelopes. Top five scenes are in beautiful full color. Bottom three scenes are dark brown duotone—a beautiful line and tone combination. Simple greetings inside in red. Have your name imprinted to match. These cards available only from this ad. Order by card number. Cards may be assorted at no extra cost. Orders accepted through December 15. We guarantee that your order will not be delayed. Our 11th year of selling Western cards by mail.

Cards and envelopes	Without your name imprinted	With your name imprinted
15	\$ 2.00	\$ 3.00
25	3.00	4.00
50	6.00	7.50
75	9.00	11.00
100	11.00	13.00
125	13.00	15.00
200	20.00	24.00
300	30.00	35.00
500	50.00	55.00

Send cash, check or money order to—

NO C.O.D. PLEASE

The LAZY RL RANCH

P. O. DRAWER 308

BOULDER, COLORADO

You are safe buying by mail—Satisfaction guaranteed.

Letters TO THE EDITOR

WEATHER DATA HELPFUL — I like the weather report in your Cow Business. We get long-range forecasts in several farm papers, but yours has been the most accurate ever since you started it . . . thanks. Thanks also for all the other good work which you have been doing for us. With cattle selling a little better and a good feed crop, we are feeling much better this year. However, we need several years to get us back to normal again.—Joe A. Oswald, Kit Carson, Colo.

(Cow Business, referred to by Mr. Oswald, is a twice-a-month news letter published by the American National (Continued on Page 38)

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(PHONE AMHERST 6-2330)

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Membership dues in the American National Cattlemen's Association: 7 cents per head of cattle owned, \$10 minimum, annually.

AMERICAN CATTLE PRODUCER

The Lookout

Demand for feeder cattle sustained by near-record feed harvests, will continue strong, and no more than moderate seasonal price declines are likely, according to the USDA.

Fed-cattle prices are expected to hold up fairly well, in contrast to a marked decline last fall, and by the last few weeks of 1957 will likely average above last year's prices.

Cattle slaughter this fall, although seasonally large, will not equal the record levels of last fall. Market supplies of fed cattle may be about as large, but those of grass cattle will continue smaller.

Hog slaughter will continue seasonally upward but will probably average slightly below a year earlier until late this fall. This winter and next spring slaughter will likely be a little above year-earlier levels.

Lambs are coming off the range in good flesh, and many will be heavier than desired for feeding. If too few light lambs are available for feeding to late winter sale, supplies of lambs for slaughter at that season possibly will be rather small.

Prices received by farmers declined 1 per cent from August to September. Lower prices for both hogs and beef cattle were primarily responsible for the 3 per cent decline in the meat-animal index of 291 from the year's high of 301 in mid-August. Hog prices averaged \$19.10 per cwt., off 90 cents from mid-August, and beef cattle prices at \$17.70 were off 50 cents. . . . Prices paid by farmers after remaining unchanged for five months, rose 1 point in September to 296 (1910-14=100)—3 per cent above a year ago.

Income of consumers in August increased to an annual rate of \$347.5 billion—up more than \$1 billion from July and \$5 billion above the April-June quarter of 1957, with half the rise in total income occurring in wages and salaries . . .

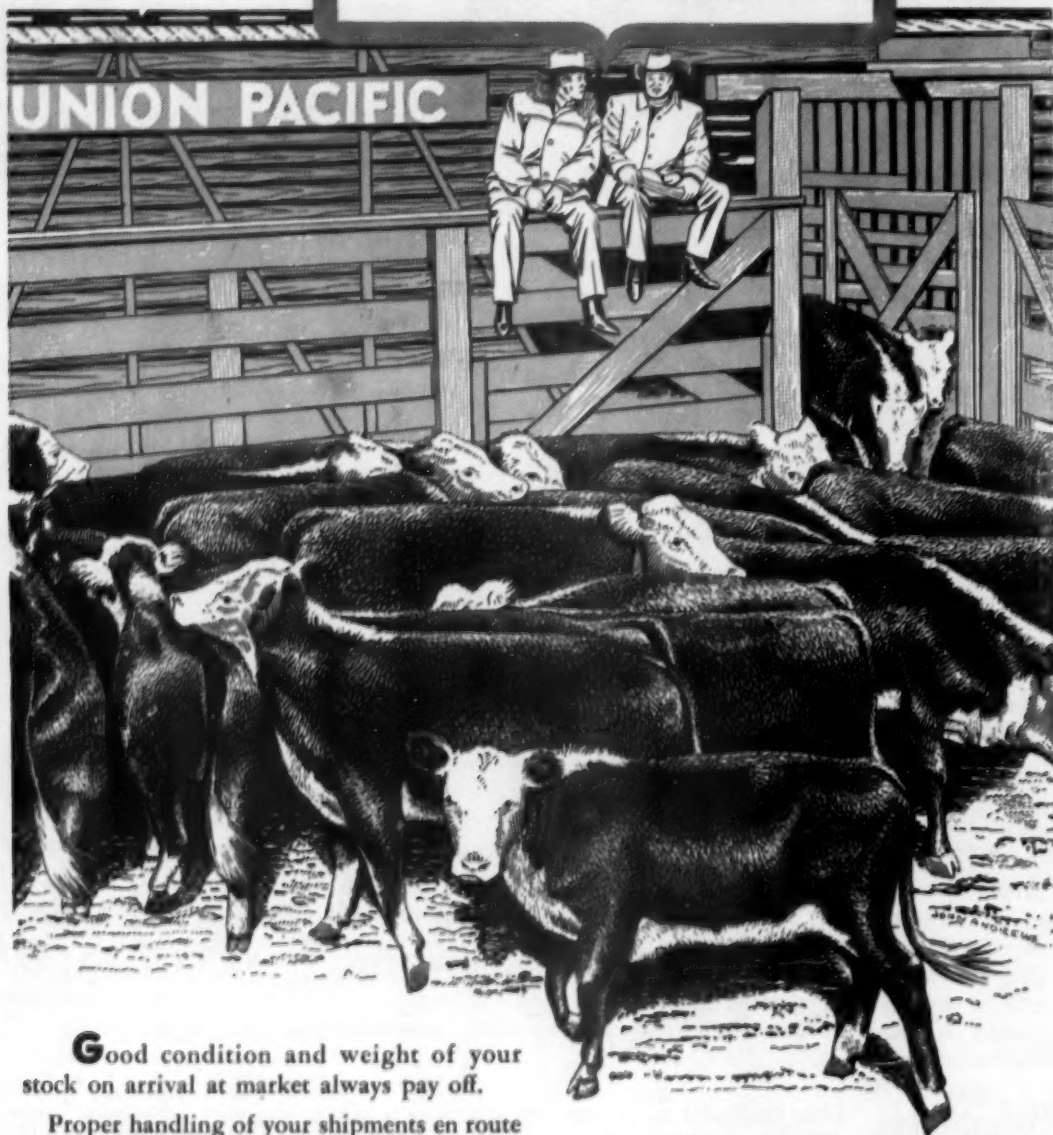
Advance of retail sales in July and August indicates that consumer demand is a significant element of strength in the economy. While higher prices were responsible for part of the gain in dollar sales, over one-half of the gain from a year ago represents an increase in the volume of sales. Automobile paper, personal loans and other consumer goods paper increased.

Industrial production, after seasonal adjustment, has remained stable during the summer; sales of manufacturers declined. Labor market conditions indicate a modest uptrend in employment, but the employment outlook is somewhat less favorable than a year ago. On Nov. 1 a Scripts-Howard staff writer said: "Economic forecasters expect a million additional Americans to be unemployed by next spring. This is less than 2 per cent of the labor force and 65 million of us will still have jobs." Construction outlays, seasonally adjusted, for September reached a new record of \$4,017 million.

Expenditures for agricultural programs are expected to rise in the current fiscal year to \$5 billion—up \$400 million from the preceding year. Although appropriations for the soil bank program were reduced substantially for fiscal year 1958, expenditures under the program in 1957-58 may exceed fiscal year 1957 by about \$265 million. Higher expenditures are also scheduled for the price support programs of the Commodity Credit Corporation and increased Rural Electrification Administration lending activities.

The mid-year review of the federal budget for fiscal year 1958 indicates that budget expenditures will total \$72 billion—\$2.6 billion higher than in fiscal 1957. Budget receipts for 1957-58, which reflect prospects for a higher level of economic activity, are estimated at \$73.5 billion—up \$2.5 billion. Practically all the increase will be from individual income taxes. Of total budget expenditures, major national security programs will continue to account for 60 cents out of each dollar.

**LOSS PREVENTION
IS WHY SO MANY OF US
SHIP BY RAIL**



Good condition and weight of your stock on arrival at market always pay off.

Proper handling of your shipments en route—feeding, watering and resting at well-timed intervals, contribute to satisfactory results.

Other important factors are modern equipment and watchful maintenance...smooth and fast movement of stock shipments. And, above all, having people experienced in transporting stock; people who take a sincere interest in your shipments.

Union Pacific has an enviable record for

handling shipments so as to assure satisfactory arrival condition. You can depend on us.

WHENEVER YOU SHIP

*be specific
...say*



**UNION
PACIFIC**

All Cattlemen Invited

PRACTICALLY the entire panel of speakers at the Oklahoma City convention of the American National Cattlemen's Association can now be announced.

The list, almost complete, includes these national figures:

Don Paarlberg, assistant secretary of agriculture;
J. Bracken Lee, former governor of Utah;
William H. (Bill) Alexander, pastor of the First Christian Church, Oklahoma City;
Porter Jarvis, president of Swift & Co.;
John Logan, president of the National Association of Food Chains;
Roy Turner, former governor of Oklahoma and cattle breeder;

Ed Karlen, president of the National Beef Council;
Dr. Herrell DeGraff, professor at Cornell and research director of the association's fact-finding committee.

HEAR THESE MEN. Their subjects taken together

represent a broad cross-section of the factors that affect your industry: government, taxation, production, marketing.

You will also hear, in the committee reports, a summary of the cowmen's thinking on other vital problems of your industry: research, livestock health, transportation, public lands, beef promotion.

When you attend the Oklahoma City meeting you will witness the ground-breaking ceremonies for the Cowboy Hall of Fame, go on special tours, enjoy special entertainment.

ALL CATTLEMEN ARE INVITED to come to Oklahoma City. Invited as well are junior cattlemen and CowBelles, for meetings of the American National CowBelles and the Junior American National Cattlemen's Association are planned.

This and much more awaits you on Jan. 6-8 in Oklahoma City. Mark the dates. Make your reservation to T. C. Greeson, Chamber of Commerce, Skirvin Tower, Oklahoma City, Okla.

Consumer Preference

THE CORNELL UNIVERSITY has just come out with some hard facts about consumer preference in meat.

Heretofore, about a dozen colleges have made reports on what the housewife prefers in meat—studies that we have taken with a grain of salt—with the almost invariable conclusion that she wanted good or even commercial rather than choice beef.

But Cornell says that lean meat doesn't measure up in tenderness and juiciness, and it is the tender and juicy meat that these same homemakers want on their dinner tables.

Prof. George H. Wellington of the college's animal husbandry department reported on a research project aimed at determining how marbling contributes to tenderness and juiciness.

He used 110 one-inch thick rib steaks, two each from 55 cattle. Before these steaks were cooked, federal graders subjectively determined the amount of marbling from photographs of the steaks.

The first test came under the "knife." Mechanical shears cut all the steaks with equal ease, so the professor and his associates concluded that meat with more fat isn't necessarily easier to cut.

BUT THE PROFESSOR soon found that human teeth are a bit more discriminating. A taste panel of meat experts said there was "significantly more tenderness in the marbled meat." The same panel reported an even greater increase in juiciness in the marbled meat over the lean cuts.

We've all known right along that, in spite of the

surveys that say housewives want lean beef, the higher grading beef with more fat continues to sell for higher prices. This does not mean that the lean cuts are nourishing, tasty, and marketable.

But consumer demand, after all, is the final answer to this question.

Our Markets

AS A FOLLOW-UP to our special Central Markets Issue in September, the Producer is featuring livestock auction markets this month.

This is practically a new industry—grown to its present size of 2,400 markets almost overnight, so to speak. We do not believe the full story of this new industry has been told before, and therefore we are glad to present it—and to express our appreciation to the auction market men who have cooperated in making this special issue possible.

The Producer and the American National Cattlemen's Association, of which the Producer is the official organ, want to repeat here what was said in September: that they have never taken sides in the question of how or where stockmen should market their livestock. They believe all avenues of marketing should remain open to stock growers.

BUT WE ALSO BELIEVE that stockmen should be given all possible information about so vital a subject as marketing... and so this month we present to our readers the Story of the Livestock Auction Markets.

61st Annual Convention American National Cattlemen's Assn., Oklahoma City, Jan. 6-8

THE 'NATIONAL' At Work

Events at which American National officers are taking part currently include: President Don Collins—speaker at California Cattlemen's meeting, Fresno, and Utah Cattlemen's convention, in early December. Executive Secretary Radford Hall—mid-year meeting of Idaho Cattlemen's Association, Twin Falls, late October; speaker at Florida Cattlemen's meeting, Tampa, mid-November; speaker at Western Nebraska Hereford Association, Alliance, late November. . . . Stephen Hart, attorney for the National Live Stock Tax Committee—speaker at the California and Utah cattlemen's association meetings. . . . Information Director Lyle Liggett—California Cattle Feeders Association meeting in San Francisco, and coverage of Grand National Show in early November. . . . Assistant Executive Secretary Roy Lilley—speaker at Nevada State Cattle Association meeting, Lovelock, late October.

President Collins, Executive Secretary Radford Hall, and Past Presidents Henry Boice of Arizona, Hubbard Russell of California, and Albert Mitchell of New Mexico will participate in the ceremony at the Saddle and Sirloin Club, Chicago, where Former Executive Secretary F. E. Mollin's portrait will be hung on Dec. 1. . . . Association officers also held conferences in early November with National Grange officials at Colorado Springs, Colo., and National Beef Council officers in Denver.

Hearings on the new westbound meat rates were held during the first two weeks of October in Denver. Representing the American National were Chas. E. and Calvin L. Blaine, traffic managers, and James Sinton, Shandon, Calif., chairman of the association's transportation committee, whose position was that the railroads should maintain the established relationship between the livestock rates and the meat rates.

The American National awarded its new leather "Blue Ribbon" to Donald Bartlett, Como, Miss., rancher, in recognition of his unstinting efforts toward greater beef promotion in his own state and on the national level. Mr. Bartlett is chairman of the legislative committee of the National Beef Council and an executive of the Mississippi Beef Council and the Mississippi Cattlemen's Association.

The American National invites you to attend its 61st annual meeting in Oklahoma City, Jan. 6-8. See page 7 for details. What happens there will affect your business. Be there to help!

Okla. City Skyline



"Designing Our Future" will be the theme of the 61st annual convention of the American National in Oklahoma City Jan. 6-8. Executive Secretary Radford Hall said "the cattle industry has been firm in its insistence that prosperity and public service can come only without government interference and therefore the industry must mold itself to meet and guide coming beef production and merchandising trends along lines beneficial to all."

Mollin to be Honored in Portrait Ceremony

The portrait of F. E. Mollin, treasurer of the American National Cattlemen's Association, will be hung at the Saddle and Sirloin Club gallery in Chicago Dec. 1.

Henry Boice, Tucson, Ariz., a former president of the American National, will be chairman at the occasion. Presenting the portrait will be Don Collins, Kit Carson, Colo., president. Speakers will include Hubbard Russell, Maricopa, Calif., also former president, who will speak on behalf of past officers of the National; Harry Coffee, manager of the Omaha Stockyards and a former congressman, who will recall highlights of Mr. Mollin's work in Washington, D. C.; Albert Mitchell, Albert, N. M., former National president, who will introduce Mrs. Mollin and members of the Mollin family; Radford Hall, executive secretary of the National, who will speak for the association's staff.

For three decades, Mr. Mollin was the forceful executive secretary of the National before he took over the work as treasurer two years ago. His friends are invited to attend the occasion at the Stockyards Inn, Union Stockyards, Chicago, at 6:30 p.m. Dec. 1. Reservations should go to the F. E. Mollin Portrait Committee, 801 East 17th Ave., Denver 18, Colo. The dinner is \$5.50 per plate.

THE PUBLIC . . . AND YOU

BY
LYLE LIGGETT

When you read this it will not be too late to do something about observing Farm-City Week, Nov. 22-28, in your community.

Although you may have only a week or so for planning, the spontaneous ingenuity of ranchers and CowBelles ought to make anything you plan most effective.

In fact, ranchers can accomplish a great deal toward better rural-urban understanding without elaborate advance planning. Your last-minute enthusiasm and sincerity might well be the boost needed to put over any programs already contemplated by other rural and civic groups. Again this year, Kiwanis International has offered its services in coordinating activities, and your local Kiwanis Club may have something planned—or need your reminder that something might be organized locally to participate in the national push.

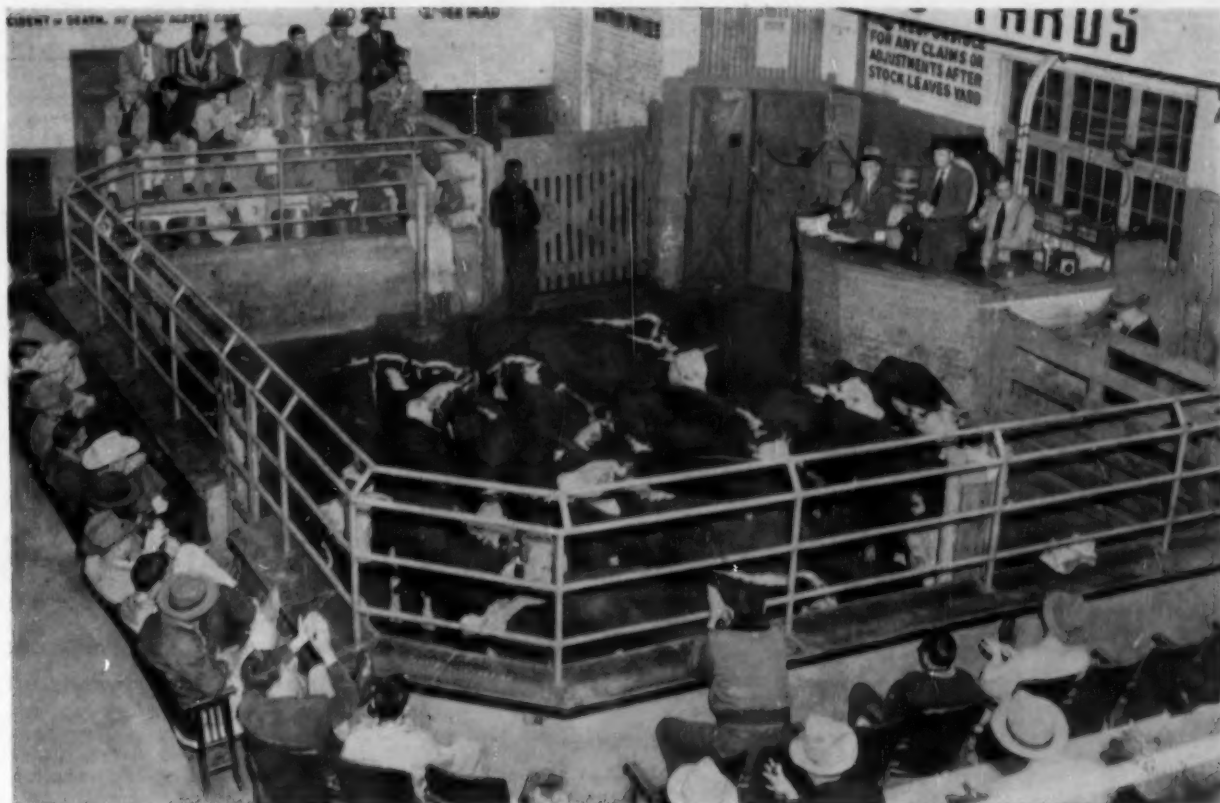
Many folks have commented that a once-a-year Farm-City Week accomplishes little. This is very true IF all of our activities for rural-urban understanding are concentrated in one seven-day period. However, the week-long observance does accomplish much if it stimulates us into thinking all year about the overall problem and solutions we can contribute as individuals or as local, state and national organizations.

Considerable publicity is being given to the sportsman-landowner program in Oregon state which its sponsors claim will reduce "friction."

Basically, the program, called "Frontiers, Inc.," is in the formation of an association of sportsmen and landowners in which the former will buy memberships to reimburse ranchers for hunter damages in exchange for permission to hunt. Each rancher putting acreage into the "pool" will be insured through a commercial firm against damage caused by sportsmen.

According to the president of Frontiers, Inc., Richard Gearhart of Portland, sportsmen will have a simple set of rules to live by. They will be asked to make themselves known to a participating rancher, whose land will carry distinctive signs, so that the rancher can point out locations of gates and livestock and otherwise direct the hunter. Then the hunter is free to roam, with the landowner having the assurance that damages will be settled with only a simple claim and proof of loss.

The program is to be tested in Oregon and California next year. Many of the obvious criticisms and questions should be answered or emphasized and corrected by next year. Then Frontiers, Inc., might have a real solution to one of ranchland's biggest problems.



Capital Stockyards
Montgomery, Ala.

The Livestock Auction Market Industry

By C. T. "TAD" SANDERS

DESPITE the rather phenomenal growth of the livestock auction markets as a vital and important part of the nation's livestock marketing services, the livestock auction market industry, as an industry, is only now becoming identified in the minds of the public as such. In large measure this has been true because of the processes of development that have taken place in the past 25 years in the industry. These have involved methods of operations, facilities for service and forms of service that the livestock auction markets have adopted in the course of their growth.

Livestock production is sustained by the market that exists, can be developed and expanded for the consumption and use of livestock products. The services involved and utilized in this

production effort are extensive; the services involved in the conversion of the livestock produced and the sale and disposition of the resulting livestock products are even more extensive. As is true with any production enterprise, the livestock producer is concerned with the scope, extent and ability to buy from this vast consumer market. As a part of the production itself, however, he is more directly concerned with the efficiency of producing and marketing his livestock into the ultimate channels of consumption and use, for the amount of income he will receive.

The consumption of meat by an ever-increasing population, which is dependent upon it as a food necessity and by preference, will continue to expand the need for classes of livestock at seasonable periods to convert diversified crops into meat and livestock products. This in turn requires more and more

efficient marketing services for live animals.

To accomplish the greatest possible efficiency in this entire operation and its many variations, attention is focused on livestock marketing services available to the primary producers of meat and livestock products. These services are an integral part of the livestock business in its broadest sense. They are the same as other services accepted and used to the fullest toward the ultimate goal of a profitable business in livestock.

A livestock auction market is an establishment of facilities for rendering stockyard and selling services to owners of livestock where such livestock are assembled and sorted for sale, and sold in a sales arena on the basis of competitive bids by auction, and which is operated and conducted for compensation as a public market for livestock. One distinguishing feature

Mr. Sanders is executive secretary and counsel of the American National Livestock Auction Association.

about the operation of a livestock auction market is that both the stockyard services and the actual selling are performed by one concern assuming an overall responsibility to the owner. Another feature is that the livestock as assembled, sorted and offered for sale are sold by auction under competitive bidding to assembled buyers.

According to official estimates there were over 2,300 livestock auction markets in operation in the United States last year. They were in operation in every state. They vary in size and type of facilities, volume of livestock by species and length of operation. Each is a business entity. Together, these mar-

aspects. Each is likewise competitive within its own form of service from market to market.

There are no obstacles to livestock producers—at any of the stages of production—negotiating a sale of their livestock to legitimate buyers. There are no obstacles to buyers pursuing methods to acquire their livestock needs direct from the livestock owners. It must be distinctly understood, however, that when this course is followed, both have elected to dispense with all existing types of livestock market services. It is through merit and customer satisfaction that the livestock auction markets win the patronage they enjoy.



The auctioneer calls for a last-chance bid at the Sterling Livestock Commission Co., Sterling Colo.

kets comprise the livestock auction market industry—an industry that is still in the process of development and change toward fulfillment of a greater and greater efficiency of marketing service.

The livestock auction market has become quite synonymous with decentralized marketing of livestock. The terminal or central stockyards denote centralized marketing. As contrasted with private treaty terminal, or central stockyards, where livestock are assembled in larger volume in the majority of instances, the auction markets, in relation to volume, are closer to the place of operations where the livestock are produced. The 64 terminal stockyards, likewise public markets for livestock and operated on the basis of rendering stockyard and, through their commission firms, selling services at private treaty, last year sold slightly less livestock measured by number and value than the total handled and sold by the livestock auction markets.

Together the private treaty terminal stockyards and the livestock auction markets make available to the livestock industry a choice of market services. They maintain public markets for livestock and the primary source of supply for those seeking to buy. The two services available are competitive with each other and offer features of service increasing those competitive

In many instances, because of the time-honored recognition of auction selling, direct sales are accomplished at auction. These sales also are accomplished without utilization of the livestock auction market services. A sale by auction does not constitute a livestock market operation. In the first instance the services of a livestock auction market are maintained on a continuing and year-around basis, resulting in a public market for the livestock where at all times of the year the highest price obtainable is obtained now, through utilization of their marketing services. Secondly, supplies of classes of livestock are maintained in sufficient quantity throughout the year so as to constitute a continuing supply for buyers.

The operation of a livestock auction market in the trade area from which its consignments are derived carries with it added emphasis of its obligation to the public to provide and make function a real and basic market for the livestock consigned for sale. This underlying basis for the existence and operation gives the real meaning to the services and responsibilities incorporated in that operation. The rapid and extensive growth and development from a handful of assembly points where auction sales of livestock were held 25 to 30 years ago, to the over

2,300 basic livestock auction markets in operation last year and this, cannot be attributed simply to changing times, trends and economic conditions.

Such growth has come about because realistic individuals engaged in livestock production, or closely associated with it, saw a need and sought to fulfill that need by establishing facilities and operating a public market for livestock where livestock were and needed marketing services. This need included the sale under the best obtainable conditions of sanitation and care; where competitive buying power is brought into realistic competition; where the owner and operator of the market are locally accountable for the conduct of the market; where full advantage is taken of fulfilling local needs for livestock of particular classes for diversified operations, and where the best prices are obtainable in terms of net returns to the livestock owners.

A livestock auction market occupies a position of trust and responsibility not unlike that of a bank in the trade area it serves. High standards of that trust and responsibility are inherent in the very nature of the business that among other things involves the handling of extensive amounts of other people's money in a fiduciary capacity.

The American National Livestock Auction Association, the livestock auction market's national trade association, has developed a code of business standards that best describes the "stockyard services" and the "selling services" involved in the operation of a livestock auction market. These vary under local custom and usage in different geographical areas.

The code sets forth the following "stockyard services" rendered:

1. Proper receiving of all livestock at a place of unloading with due and proper credit receipt furnished the consignor or his representative.
2. Penning of livestock by class and ownership.
3. Furnishing feed and water to penned livestock.
4. Weighing of livestock when sold and furnishing of scale tickets showing actual weight and other pertinent information concerning livestock weighed.
5. Removal of livestock sold from scales to pens for holding, subject to buyer instructions.
6. Procuring proper receipts for delivery of livestock sold to buyer.
7. Providing facilities for branding, dehorning, vaccinating, testing and otherwise caring for livestock consigned for sale.

The "selling services" set forth are:

1. Assembling livestock by class and species for sale in volume.
2. Safeguarding against disease and injury in movement.
3. Attracting buying power to assure competitive bidding.
4. Safeguarding against collusion and conspiracy that seeks to nullify competitive bidding.

J. W. Kent
Hobart Stockyards
Frederick

Roy Goss
Selling Sales Assn.
Selling

G. W. Caffy
Beaver Sales, Inc.
Beaver

Merle Holton
Holton Bros. Livestock
Commission Co.
Hugo

Obal Lasater
Muskogee Stockyards &
Livestock Co.
Muskogee

Wayne Ross
Texhoma Livestock
Comm. Co.
Texhoma

Zeke Walker
Perry Auction Sale
Perry

Dale Walker
Mt. View Livestock
Exchange
Mt. View

Reger & Jones
Woodward Livestock
Commission Co.
Woodward

Homer White
Vinita Stockyards Auction
Vinita

G. W. Kent
Lawton Stockyards
Frederick

Cornwell & Ochsner
Yukon Community Sale
Yukon

J. L. Sparks
Tecumseh Community Sale
Tecumseh

J. W. Hatfield
Sapulpa Community Sale
Mounds

Vern Oblander
Cherokee Sale Co.
Cherokee

K. C. Meyers
Enid Auction Co.
Lahoma

Sherwood O'Neal
Ada Livestock Exchange
Ada

Sherwood O'Neal
Hughes County Sale Co.
Ada

Lila Savaller
The Country Sale Barn
Oklahoma City



OKLAHOMA LIVESTOCK AUCTION MARKETS ASSOCIATION

EXTENDS

CORDIAL GREETINGS

TO

AMERICA'S CATTLE INDUSTRY

ON THE OCCASION OF THE

61ST ANNUAL CONVENTION

OF THE

AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION

IN

OKLAHOMA CITY JANUARY 6-8, 1958

COME TO OKLAHOMA

**WE WELCOME YOU TO VISIT OUR
LIVESTOCK AUCTION MARKETS DURING
YOUR STAY IN OUR STATE**

O. B. Surber
Surber Auction Sale
Chickasha

Clayton Laurer
Buffalo Livestock
Comm. Co.
Buffalo

C. A. Wolsey
Watonga Community Sale
Watonga

Ross Flood
Loopers Auction
Stillwater

George Ray
Pawhuska Sale Co.
Pawhuska

Tommy Cross
Chandler Auction Co.
Chandler

Ike Donathan
Henryetta Livestock Sale
Henryetta

Ike Donathan
Okmulgee Sale Co.
Henryetta

Haseue Bowline
Collinsville Livestock
Market Exchange
Collinsville

O. G. Hall
Paul Valley
Livestock Sale
Pauls Valley

Homer Kirkhoff
Geary Community Sale
Geary

Millard Sanders
Washington County Sale
Dewey

Herman Patterson
Cordell Community Sale
Dill City

J. A. Tompkins
Altus Livestock Auction
Duncan

Jean Neustadt
Southern Oklahoma
Livestock Exchange
Ardmore

C. E. Ross
Guymon Livestock
Comm. Co.
Guymon

Charles Rushmore
Perkins "Y" Sale
Perkins

O. A. Cargill, Jr.
Mid Way Auction Co.
Oklahoma City

Cook & Smalley
Davis Livestock
Commission
Davis

Elmer Gillen
Tonkawa Sale Co.
Tonkawa

"ADDED VALUE THROUGH LIVESTOCK AUCTION MARKET SERVICES"

5. Presenting livestock under favorable conditions by sorting and grading to assembled competitive bidders in sales arena.

6. Concluding actual sale to highest competitive bidder at auction.

7. Paying consignor-owner proceeds of sale, less schedule of charges and directed disbursements from proceeds, upon sale.

8. Furnishing to the consignor an accurate written account of sale, showing the number, weight and price of each animal sold, the name of the purchaser, the date of the sale and the charges for all services rendered and the disposition of the proceeds of sale.

In the course of the rendition of these services the individual livestock auction market, through its year-around operation, provides an essential basic market for livestock. This market is a vital part of the area's economy as a place where livestock consigned return net income to the owner-consignor. Equal in importance is the source of supply provided for acquisition of livestock near the feed and livestock production operations. This is separate and apart from the source of supply into slaughter and processing operations that are rapidly decentralizing into smaller, more modern and efficient plants.

The security involved in making use of the livestock auction market services is often overlooked. The market assumes a high risk that absolves the consignor-owner of any concern in that respect. The market assumes complete responsibility for payment of the purchase price bid. That is a part of its business.

Because of the high fiduciary nature of the livestock auction market business, the industry recognizes the need and advisability for uniform laws, uniformly administered, insuring financial responsibility, fair trade practices and fair competition in the livestock and general public's interest. Because of the background of the Packers & Stockyards Act and its limited application, with an even further limited administration over livestock marketing, the livestock auction markets strongly advocate a complete revision of the stockyards title of the act to bring it down to date in the light of present-day marketing practices. Senator Allen J. Ellender of Louisiana and Representative Lee Metcalf of Montana introduced in July and August 1957 nearly identical bills (S 2775 and HR 8649), to accomplish this objective. The livestock auction market industry strongly advocates the enactment of these bills into law and has undertaken, through its national and affiliated state trade associations, an extensive education and information program about the legislation throughout the entire livestock industry.

Some particularly interesting facts have been brought to public attention in a preliminary report released last year by the Marketing Research Division, Agriculture Marketing Service,

USDA, with respect to a survey being conducted by it to compile accurate statistics and information about the number of each species of livestock sold, the relative importance of livestock auction in various regions, the relative importance of different types of buyers and sellers, and some estimate as to the distances livestock are moved to the auction markets for sale. In addition to the number of livestock auction markets (2,322), and estimate of volume in relation to that of the terminal markets, this preliminary report reveals that:

1. Despite the early belief that the major function of the livestock auction markets in many areas was to provide a market for interfarm sales, the figures show over 50 per cent of each of the species of livestock sold are now purchased for slaughter.

2. Packers buyers and order buyers for packers' accounts are the most important buyers at auctions.

3. Livestock producers and feeders are the most important buyers of non-slaughter animals.

4. On the consignment side of the transaction, farmers, ranchers and feeders delivered about three-fourths or more of each of the different species of livestock to the auction market.

5. Over half of all species of livestock came from a radius of 25 miles of the market and, in the case of hogs, about three-quarters were moved less than 25 miles from farm to auction market.

A significant development of the livestock auction market industry has been the organization of the markets into a strong national trade association. For a time, the industry, in the course of its growth, became divided in respect to the Packers & Stockyards Act because of its unequal application. Those markets posted strove for clarification of the act as applicable to their operations. Those not posted could see no improvement to their operation by being posted since they remained re-

sponsible to their public under local law and business practices in the same manner as those posted, without the onus of regulations administered from Washington, D. C.

In April of 1956 articles of merger were executed between the two existing national trade associations of the industry, and these were duly approved in a national convention of the membership of both organizations. This resulted in the formation of the American National Livestock Auction Association and establishment of its office headquarters in Kansas City, Mo.

The association is dedicated to accelerated development of the livestock auction market industry as the marketing services segment of the livestock business on the basis of responsibility, integrity and merit of services provided. A primary obligation of the livestock auction markets must be to bring about a better understanding of their services and methods of operation, first by the livestock public, and second by all forms and branches of government concerned with these services and operations. One means to accomplish this has been the sponsorship of an annual Livestock Marketing Congress by the livestock auction markets, to which are invited representatives of all livestock organizations, state departments of agriculture, agricultural colleges and other leaders for a discussion of current market trends and developments. The second will be staged in New Orleans, June 12-14, 1958.

Market price information, and the most complete facts surrounding any quoted and paid price for livestock are basic and essential to sound livestock operations. Information must be complete and accurate. This field has largely developed as a governmental function. The government system for reporting prices, grades and volumes of livestock was established in 1915 and was based on the reporting of prices paid at the terminal markets, where



Officers of the American National Livestock Auction Association, trade association of the nation's livestock auction market industry, are (left to right): Cecil Ward, Gainesville Livestock Auction Co., Gainesville, Tex., secretary; J. W. Marvel, Marvel Sales Co., Webster City, Ia., vice-president; Forest Noel, Central Montana Stockyards, Lewiston, Mont., president; and J. T. Wooten, Lancaster Stockyards, Rocky Mount, N. C., treasurer.

USDA reporters have continued to be located to assemble this information.

This has been augmented by co-operating state agencies but it is all based on government employee observation, verification and analysis. This has not kept pace with changing marketing practices.

The livestock auction markets have been quick to utilize every available means — market letter, newspaper, radio, television— to distribute price and general market information within their trade areas. The scope of this information has included comparisons with prices made available through the USDA Livestock Market News. Their efforts have followed individual lines without the belief that market information dissemination is necessarily wholly a government function.

The livestock auction markets, by reason of more direct and close relation with their customers and trade areas, feel that supplying complete market information is in the field of market services rendered. Progress on a more coordinated and completed basis by the industry has been slow due to the problems of communication involved. The industry has recently proposed that all markets together establish a Livestock Market Foundation for the purpose of assembling more complete market information.

In the full field of livestock marketing as an integral part of the livestock business, the livestock auction markets are keenly aware, as independent businessmen, of the necessity of the efficient and ever-improving operation of their markets. They realistically follow the proven course that the functions they perform in receiving and handling livestock consigned for sale, and in effecting that sale, add value to the livestock by reason of the manner in which those marketing services are performed. That "added value" is reflected directly in the consignor-owner's proceeds check received from the livestock auction market with which he does business. This concept of services involved in marketing is exemplified in the industry's slogan—"Added Value Through Livestock Auction Market Services."

The Livestock Marketing Congress

By Earl Jennings
Jennings Stock Yards
Baton Rouge, Louisiana

Louisiana is proud to have been selected for the 1958 annual convention of the livestock auction markets of the nation. Our Queen City of the South, New Orleans, will don its best for this event next June 12-14 and make felt that hospitality for which it is long famous.

These dates in June will also see the first annual Livestock Marketing Congress sponsored by the American National Livestock Auction Association.

The idea was pioneered by the association this year in incorporating interesting panel discussions on aspects of livestock marketing by producers, feeders, government and college officials as a part of their convention program. This was so well received with the active participation and interest of livestock people that it was decided to inaugurate an annual conference in 1958 and designate it the Livestock Marketing Congress.

Extensive plans have been formulated and will be developed further for the widest possible participation in the marketing congress covering the field of livestock marketing research, trends, statistical data and marketing services. Every avenue will be explored to provide the best information of value for

application toward increased efficiency in marketing. I think that word, 'efficiency,' really boils down to improved prices and net return for livestock grower and feeder operations.

S. J. McCrory, commissioner of agriculture of Louisiana, is lending his efforts in coordinating the participation of all the state departments of agriculture in the congress. John J. McNeely of Texas A&M will serve as liaison man with the state agricultural colleges. The USDA will cooperate through its regional marketing research committees and the extension service.

We are extending invitations to all livestock people through their state and national organizations to attend. I take this means of inviting the cattle growers and feeders to attend. We are



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2,000 to 4,000 cattle every Tuesday

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planning active participation in major portions of the congress by the leaders in these organizations. Through their participation I am sure everyone will gain the real, practical insight reflected in livestock operations throughout the country.

Rounding out the congress will be the commercial firms in feed manufacturing, feed supplements, processing and merchandising. From them, a vast store of information will be made available on the actual results of many new developments.

All knowledge and information covering so wide a field has to be salted down with ample portions of fun and entertainment. The Louisiana Livestock Auction Association is in charge of that. I assure everyone it will be in generous proportions for everyone, inclusive of the wives and families.

We look forward to June 12-14, 1958, in New Orleans. You do the same!

FLORIDA— Sunshine and Cattle

Chicago prices for all grades of cattle make a good comparison for comparable grades marketed in Florida. Any other distant marketing point provides an equal comparison. This is true because the marketing of Florida cattle in Florida by Florida livestock auction markets has grown as a part of Florida's cattle industry.

We have sunshine here in good proportions. We have always had grass and are growing more. We were just a little later than other parts of the country to discover that the two made the cattle industry when combined with proper marketing services. With the rapidly increasing human population in our state we have an ever-increasing consumer market. The citrus industry contributes its part through citrus pulp for feeding operations. These factors have given real impetus to the growth and development of the Florida cattle industry.

Perhaps these circumstances set Florida somewhat apart from those areas where the cattle population moves greater distances to the consumer market. We feel these circumstances have given us the opportunity for developing the cattle industry — inclusive of that all-important segment, marketing — to the fullest. This has encouraged cooperation between producers, feeders, auction markets, processors and merchandisers. From that cooperation and unity of effort we are able to set up these price comparisons from within our state.

Our markets have shown a consistent growth in volume of cattle sold and marketing services performed. The 476,975 cattle sold last year through the Florida markets serve as a figure from which further growth of the Florida cattle industry can be measured.—
Harry McCollum, President, Florida Association of Livestock Markets.

A Livestock Market Foundation

By Forest Noel, President
American National Livestock Auction
Association

EVERY BUSINESS is directly concerned with trends, developments and factors affecting its present and future operations. No business can think in terms of a "static economy". It is hard always to think constructively in terms of future trends when day-to-day operations are themselves competitive and complex. All available facts in proper perspective are essential to the livestock marketing industry if it is to serve its public properly.

As a vital part of livestock production, livestock, marketing and the services involved in such function must be alert to changes in the economy and to methods of improved service. To be alert to such changes is but a first step. To be in a position to foresee such changes and take constructive action in anticipation of them is vitally important.

These things are quite elementary to any business operation including the livestock business itself, in any phase. When applied to the livestock marketing business, they take on added importance because of the nature of that business and the fiduciary position it occupies in carrying out real efficiency of operation. We strive for marketing efficiency but that can only be measured in the benefits it translates into

the whole process of livestock production.

The livestock auction market industry is composed of a large number of small businesses. Each market's operation is such type of business. Together they compose a substantial segment of the entire livestock market service industry. Collectively, a great deal of effective action can be taken toward greater efficiency of livestock marketing. When coupled with other segments of livestock marketing, such as the central or private treaty markets, for all facts to be assembled, situations to be defined, and trends considered, the results can be highly beneficial. This type of approach is essential in livestock marketing throughout. Further, all available information related to marketing of livestock must be assembled and channeled through all avenues for the greatest possible attention.

Perhaps all this could be termed market research. As applied to the livestock marketing industry, it seems to me to cover more ground because of the obligations that the livestock marketing industry rightfully assumes toward its customers and patrons. When as public markets, be it one type of service or another, we do not serve the greatest majority of the livestock public, we must rightfully inquire into the facts for the reasons. We are concerned not only with the present and future posi-



A "first" in livestock marketing history was made at Kansas City recently when officers and representatives of the trade organizations of the livestock auction markets and terminal markets met to discuss common interests in their services and facilities for livestock marketing.

Formation of a "Livestock Market Foundation," sponsored by all public livestock markets to assemble statistical data and forecast information on livestock trends and developments, was proposed at the meeting by Forest Noel, president of the American National Livestock Auction Association.

Shown here (left to right) are: A. Z. Baker, president American Stockyards Association; Forest Noel; Gene Gunter, president, National Livestock Exchange, and Bob Cunningham, acting chairman, River Livestock Markets Group.

FLORIDA...

for your stockers!



Yes, Florida's crossbred stockers have made a good record in the feedlots and fattening pastures of the Midwest and Southwest.

If you're interested in good-doing English-Brahm crosses, you'll find Florida's strong auction markets will be glad to work with you. They are managed by honest, dependable men with whom you can deal in confidence. Contact any of the markets named below—members of the Florida Association of Livestock Markets — for help with your Florida buying.

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Belle Glade, Florida

WALTON COUNTY LIVESTOCK MARKET

Sam W. Rachael, Manager, Phone TW 4-7781
DeFuniak Springs, Florida

CATTLEMEN'S LIVESTOCK MARKET

Harry McCollum, Manager, Phone 4-1145
Tampa, Florida

GADSDEN COUNTY LIVESTOCK MARKET

Wayne Henry, Manager, Phone MA 7-8627
Quincy, Florida

GAINESVILLE LIVESTOCK MARKET

L. H. Thompson, Manager, Phone FR 6-3211
Gainesville, Florida

TINDEL-WILLIAMS LIVESTOCK MARKET

Claud Tindel, Manager, Phone AN 3-3001
Graceville, Florida

KISSIMMEE LIVESTOCK MARKET

Kenneth Caldwell, Manager, Phone TI 6-2521
Kissimmee, Florida

MONTICELLO STOCKYARDS

Bill Hawkins, Phone 145
Monticello, Florida

CATTLEMEN'S LIVESTOCK MARKET

Harry McCollum, Manager, Phone MU 5-1411
Lakeland, Florida

SARASOTA CATTLE & COMMISSION SALES, INC.

Jerry Coleman, Manager, Phone RI 6-3016
Sarasota, Florida

WEST FLORIDA LIVESTOCK MARKET

W. F. Fite, Manager, Phone HU 2-2229
Marianna, Florida

OKEECHOBEE LIVESTOCK MARKET

Tom Kirby, Manager, Phone RO 2-5521
Okeechobee, Florida

or contact Florida Association of Livestock Markets, Bob Cody, Secretary, Livestock Exchange Building, TI 6-7402, Kissimmee, Florida.

tion of ourselves as public markets, but likewise with the livestock industry as a whole.

A short time ago, at the invitation of the livestock auction markets' national trade association, leaders from throughout the trade associations of public livestock markets met informally to discuss developments and trends in marketing services. It was a highly gratifying meeting because we got to know each other better. We got a greater respect for the competitive features of the different types of service. I think every livestock grower and feeder can be pleased about the competitive aspects of marketing services at his disposal and available for his use.

I suggested before that group consideration of our joint sponsorship and formation of an organization similar to that established in many other competitive industries—an organization to assemble and distribute throughout the entire livestock marketing industry, for the general information of the livestock public, all available data and market information. A most important added fraction, I also suggested, was the means to gather comprehensive information on customer service preferences. By way of a descriptive title or name for such organization I referred to it in terms of a Livestock Market Foundation, organized along non-profit principles.

As suggested lines of endeavor of such a foundation, it seems logical that it should assemble data by the best and

most complete methods available, pertaining to the following:

1. Statistical data on livestock marketing in relation to prices, volume, species, grades and production of livestock.
2. Livestock market development studies, forecasts and trends.
3. Livestock market facility and operational studies.
4. Livestock market service opinion surveys.
5. Public market customer service preference studies.
6. Distribution of available research information developed through the colleges, private research, government studies and the like.

With its primary objectives outlined, I am sure that there would be no lack of work which such an organization could, and should, undertake. The results should go far toward greater efficiency of marketing.

The American National Cattlemen's Association is to be commended upon the steps it has taken in the establishment nearly a year ago of its fact-finding committee and the adoption of its theme "designing our future" for its 61st annual convention in Oklahoma City.

All segments of the livestock marketing industry must join one way or another in an effective effort in an ever-improving program increasing marketing efficiency. That efficiency is an important part of the livestock business.

department as a livestock auction market owner and operator. It has been a record of cooperation, even though I have often differed with the Packers and Stockyards Branch in policies and have voiced those differences. One fundamental defect has been a lack of uniformity of application and administration of the law. Application and administration of a federal law is supposed to lead to uniformity—that is one of its advantages. The opposite has been true under the Packers and Stockyards Act because of its antiquated provisions in the light of present-day livestock auction market operations, decentralized as they are throughout the country and exceeding 2,300 in number.

It makes no sense, inside the industry or out, that in the 26 years since my market was posted, the same procedure was not followed throughout the country. Far more important than that is the arbitrary qualification of 20,000 square feet. I am sure detrimental operations can be conducted on a dime. Posting, as such, obviously is not the sound answer. The answer lies in making all public markets subject to the same law and standards of operation in relation to the livestock public.

It is highly gratifying to me that the American National Livestock Auction Association, of which I am proud to be a member, has diligently discussed proposed changes in the act with livestock people throughout the country since it was organized. Now legislation has been introduced in both the Senate and the House. Senator Allen J. Ellender has introduced S 2775 and Congressman Lee Metcalf has introduced a companion bill, HR 8649, in the House. These bills were introduced in July and August of 1957. They contemplate some fundamental revisions to the Packers and Stockyards Act that are in keeping with the best interests of livestock producers and feeders throughout the country. The association has undertaken an extensive education program about this important legislation.

Very briefly, these bills make the following changes:

1. A livestock auction market is defined and its method of operation set forth.
2. A 'packer buyer' is defined and required to be bonded the same as a dealer.
3. The definition of a stockyard is broadened to include concentration points, buying stations and receiving yards for livestock, where livestock are regularly received and purchased in commerce for slaughter and where stockyard services of any kind are performed. The definition would also specifically include all livestock auction markets handling livestock in commerce.
4. The 20,000-square-foot limitation

PACKERS & STOCKYARDS ACT

By Roy Tucker
York Livestock Commission
York, Nebraska

Back in August of 1921, Congress, as the result of a multitude of facts assembled by the Federal Trade Commission, and urged into action by vocal public opinion from the livestock organizations, enacted the Packers and Stockyards Act to curb monopolistic practices and conditions in the meat packing industry and to safeguard the producers from the damaging results of these practices carried out in part through the stockyards they controlled.

Title III of the act directs the secretary of agriculture to post all stockyards, with a stockyard being defined as one of over 20,000 square feet and operating in interstate commerce. Such 'posting' makes that stockyard subject to the provisions of Title III. The other major features of the act relate to meat packing operations. The objective of the act then and now, as stated by those charged with its administration, is to assure fair competition and fair trade practices in livestock marketing and the meat packing industry. This objective is desirable and necessary in livestock marketing.

In about 1930, the secretary of agri-

culture decided that livestock auction markets were stockyards within the meaning of the act and subject to posting where otherwise qualified. When the act was enacted, however, the livestock auction markets were not in existence to any extent nor were such operations considered in the act as written.

Perhaps my market at York, Nebr., is one of the few posted as early as Dec. 22, 1931, still in existence without change in ownership or management. I have seen the entire industry grow and develop during my years in the business. I must confess that during this whole time, the Department of Agriculture in the administration of the act never has appeared to me to recognize the fundamental differences between good sound business practices in the terminal private treaty market operation and the same good business operations in the livestock auction markets. That is understandable when we take into account that fewer than 300 livestock auction markets were posted under the act by 1955. Under an augmented program, expensive out of reasonable proportions, 200 additional markets have been posted in the last fiscal year. This still leaves a long and expensive way to go.

I am proud of my record before the

in the definition of a stockyard under the present act is eliminated.

5. All livestock auction markets and all stockyards rendering stockyard services in commerce are required to register under the act and become subject to its provisions.

6. All market agencies, dealers and packer buyers doing business at livestock auction markets and stockyards are required to register and become subject to the act.

7. The secretary of agriculture is required to establish a separate enforcement division or divisions within the USDA to enforce the provisions of the act.

These proposed changes, I feel confident, will bring the act into realistic harmony with livestock market services now in existence, provide for the uniform application of the act to all markets dealing with livestock in commerce and establish a more economical and efficient administration of the act, all in the public's interest.

Having seen and participated in the development of livestock marketing in this country for the time I have, I am keenly hopeful that I shall see a practical law relating to all livestock marketing as contained in the S 2775 and HR 8649 amendments enacted by our Congress. Such action can well be the key to greater efficiency of marketing livestock. That is something of direct concern to all of us in the livestock business.

Mont. Livestock Auction Markets

By Frank Price, Secretary

Montana Livestock Markets Association

THERE HAS BEEN a revolution in the cattle marketing picture in Montana in the past two decades. No longer are the cattlemen faced with long, costly shipments to distant markets. Montana's markets focus the demand and buying power under keenly competitive conditions at the markets in Montana. This applies for every type of packer buyer to every kind of feeder buyer. The price of cattle talked in Montana is that made at Montana markets.

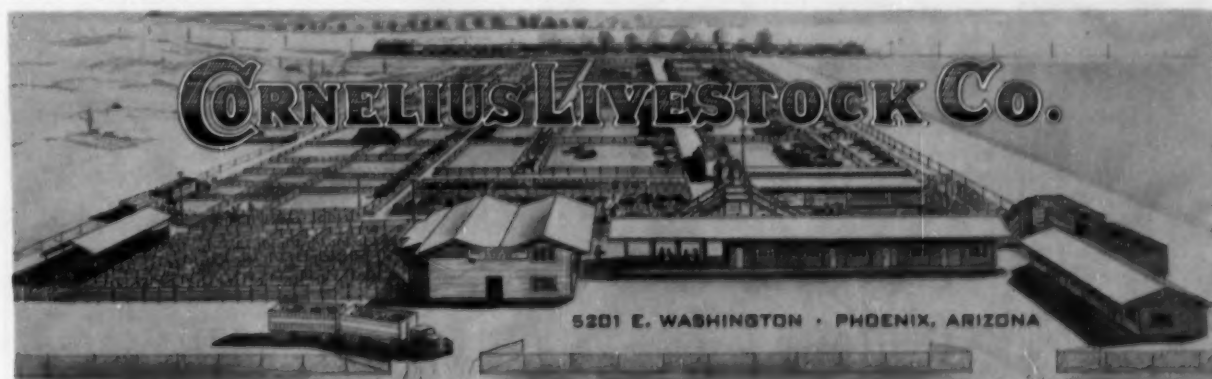
The Montana livestock auction markets are strategically located in 12 cities in the state, each serving an extensive trade area. This didn't just happen. It developed through a sound understanding of marketing services applicable to state cattle operations. State law requires a showing of public convenience and necessity in order to obtain a market license from the Montana Livestock Commission. The precedent has been established by a state supreme court decision that these markets are in the nature of public utilities.

But issuance of the license is not a complete green light. The Montana Livestock Sanitary Board in full cooperation with the markets has developed a set of strict regulations requiring paving for all pens, drainage

and other facilities, all maintained in the highest state of sanitary cleanliness. A market represents a substantial plant investment to perform the services offered. All of the markets are subject to the provisions of the federal Packers and Stockyards Act as well.

Sale of cattle by auction in Montana came with the early settlement of the state and utilization of Montana's greatest resource — grass. There were cattle auctions on the streets of Virginia City, the state's pioneer city, in 1864. These were conducted in assembling out-of-state trail herds. Such sales were a far cry from present-day livestock auction market operations. The first livestock auction market, however, was started as a horse and mule market in 1934. The late A. H. Langman was the pioneer auction market man in Montana. He established a market first at Miles City and then at Billings. The latter has grown to be the largest in the state but the other 11 markets have developed equally rapidly.

Today the cumulative total investment in the 12 markets adds up to over \$2¼ million. They pay an annual property tax on their investments of from \$906.09 to \$3,093. There is a total of 292 men and women on the pay rolls earning over \$700,000 per year, exclusive of the owners and operators. An average day's receipts at the height of mar-



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FAT AND FEEDER CATTLE SOLD AT AUCTION EVERY TUESDAY & FRIDAY — 11 A. M.

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WHitney 5-1904

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keting for all markets is about 34,000 cattle. From 15 to 20 professional order buyers attend the sales weekly. There is not a market that will hesitate to step in and support the market price if it is felt the buyers are not taking hold as they should. In an average week, a large number of farmers and ranchers change over from consignors to buyers. Large feeder buyers from outside the state are regularly present or represented.

Estimates as to the total percentage of the cattle sold each year at the 12 livestock auction markets vary. Conservatively, this runs from 55 per cent to 65 per cent of the total exclusive of the one terminal market operating in the state. Last year the auction markets sold 643,042 head by brand inspection count. In 1943 that total was 160,622 head.

The Montana livestock auction markets are strong believers in their state and national trade associations. They maintain 100 per cent membership in both. Their state association has served as the primary means of increasing and improving their services through collective action. It is no "protective organization" as anyone attending a regular quarterly meeting soon learns. The Montana Livestock Markets Association has furnished three presidents of the American National Livestock Auction Association, the national trade association of the livestock auction market industry. The present national secretary

and counsel until two years ago held a similar position for the Montana association.

The Montana markets are an integral part of the cattle industry in the state. Nothing typifies this better than the establishment and operation of the Montana Beef Council. It was formed through the joint leadership of the Montana Stockgrowers Association and the Montana Livestock Markets Association. Each organization furnishes an equal number of directors, and presidents are alternated each year. The board of directors of the council supervises the collection of funds and administers expenditures in the interests of merchandising beef. No market is a collection agency in any sense — each is a unified part of the effort to increase the demand for beef. The way every cattleman in Montana pays his share of this effort is through use of the services of any Montana market of his choice.

We like the fact that the Montana cattlemen have a choice — not only as to marketing services, but also the choice to do their selling job alone and without benefit of any marketing services. The Montana livestock auction markets simply strive to make that choice an easy and logical one reflected in the best return for consignments sold through them. They feel they earn, and merit, the confidence and loyalty of their customers.

Livestock to the Highest Bidder

By Lee D. Sinclair
Chief, Packers & Stockyards
Branch of USDA's
Agricultural Marketing Service

Auction selling and buying of livestock has had a rapid development in recent years. Today, there are about 2,400 livestock auctions in the United States. They range in volume of sales from a few dozen animals at a session to literally tens of thousand in a year at a single location.

Once a week, or more often, sales are held at various auctions. It's an important day in any farming community, not only business-wise but socially. Onlookers frequently outnumber livestock owners, buyers and market personnel in the auction arena.

The auctioneer, valued for his experience and ability, is in many ways as colorful as his counterpart at the tobacco market. With a chant intelligible only to the initiated, he sells the stock rapidly on signals from the competitive bidders as the animals are displayed in the ring.

Estimates are that nowadays more cattle and calves, nearly as many sheep and lambs, and about two-thirds as many hogs go through auctions as are sold at terminal markets. States hav-

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ing the most livestock auctions are Iowa, Texas, Kansas, Oklahoma, Missouri and Nebraska, in that general order.

By the end of June, more than 500 livestock auctions were displaying notices that they were subject to the Packers and Stockyards Act. This act, administered by the Agricultural Marketing Service, is a federal statute which places responsibility for regulating the livestock marketing and meat packing industries with the secretary of agriculture. Its primary objective is to assure livestock producers of open, competitive markets, free from unfair trade practices.

Increased congressional appropriations have made it possible to post 200 auction markets during the current year. This speed-up is part of a three-year program aimed at including all markets eligible for such action.

Most of the auctions covered this year are in Texas, Colorado, Louisiana, Arkansas, Missouri and Iowa. If the program is continued, nearly a third of

all livestock auctions in the U. S. should be displaying official government posting notices by the end of next year.

But not every auction market is eligible for posting under the P. & S. Act. Many are below the minimum size requirement. To come under the act, the pen space of the market must be at least 20,000 square feet in size, exclusive of runs, alleys or passageways.

It must also be operated for compensation or profit as a public market. It must be involved in interstate commerce—that is, that livestock offered for sale has been brought into the state, or livestock is sold for out-of-state shipment.

All scales used in weighing the livestock must be tested twice a year by a competent scale-testing agency in accordance with P. & S. Act regulations. The auction must be registered and bonded, and a schedule of tariffs or charges filed with the USDA. Reasonable services and facilities for yarding, handling and selling livestock must be provided for the charges assessed.

For administrative purposes under the P. & S. Act, the country is divided into 20 districts, each in the charge of a district supervisor. Most of these supervisors have farm backgrounds and are graduates of agricultural colleges. All know livestock and the intricacies of livestock marketing.

Their basic tenet is that the P. & S. Act was enacted by Congress in the interest of fair play between producers

and the trade. Fundamentally, the act and the regulations of the secretary of agriculture are a code of ethics in the livestock industry.

After a market has been posted under the P. & S. Act, all persons doing business as market agencies, dealers or commission men must be registered and bonded. All must keep adequate records of their transactions and render true accounting to their principals. Accountings to consignor must include a description of the livestock, the species, weight, price per pound, total value, name of buyer and the yardage, commission and feed charges. Buyers on a commission basis must make a similar accounting, besides stating the amount of the commission. Accounting requirements also apply to dealers who buy or sell for their own account.

Auction markets which meet government regulations have been subject to posting since the P. & S. Act was enacted in 1921. In those days, livestock auctions were few in number, but they increased rapidly during the 1930's and for a few years after World War II. The greatest increase in the size and importance of the auctions, however, has occurred during the past 10 years. Today, they play an important role in the marketing of cattle, hogs, sheep and lambs.

Minor violations of the act are, in most cases, settled by informal action. When disciplinary action is taken—in cases of fraud, false weight or other

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PAUL PRUITT

serious abuses—the registrant may be ordered to correct this practice or his registration may be suspended temporarily. The suspension prevents him from doing business at any market subject to the act.

Currently, more and more auction market operators are seeking "posting" under the P. & S. Act. This procedure consists of actually posting at the yards three notices that the stockyards meet all requirements.

In common usage, the word "posted" means to "keep off." Not so when a livestock market is posted under the P. & S. Act. Posting of a livestock market is notification to all concerned that the market is a good place to do business, where producers, sellers and buyers alike will get a fair shake.

U. P. Delivers Cattle 1,165 Miles in 32 Hours

A recent near record run by a special livestock train resulted in 32-hour delivery of cattle between Monida, Mont., and Valley, Neb., a distance of 1,165 miles. The 48-car Union Pacific special was loaded at 10:15 p.m., Oct. 1 by the Idaho Livestock Auction Co. and consigned to its feeder customers at various points in Iowa. It arrived in Valley at 6:20 a.m. Oct. 3 for an elapsed time of 43 hours and five minutes. The speed run permitted elimination of normal feeding stops at Laramie, Wyo., or Sidney, Neb.

'Livestock Auction Markets Association'

Many considerations initially go into the selection of a name for a national trade association of any industry. Developments more often than not point out that these considerations were not thorough enough or that motivating factors in the selection of a name were not sound.

The name "American National Livestock Auction Association," designating the national trade association of the more than 2,300 livestock auction markets of the nation, was a congenial compromise. It came about in April of 1956 through the merger of the then two existing national organizations: the American Livestock Auction Association and the National Livestock Auction Association. After a year and a half of use, it is considered not only a mouthful but also is not properly descriptive of the independent businesses that comprise the industry.

The committee on governing provisions, of which I am chairman, has reviewed a large number of names with considerable thought toward eliminating any similarity or conflict with other organizations, yet a name that denotes properly the group or industry represented.

This month a mail ballot has been approved on recommendation of the committee for a change of the name to "Livestock Auction Markets Association."

tion." That seems to be in keeping with the livestock auction market industry itself. There is no need for a prefix of "United," "American" or "National," because it is all those things.—Grayson L. Murphy, Richmond Livestock Co., Richmond, Va.

Survey Shows Handling And Shipping Losses

Findings by Dr. Joe E. Rickenbacker, agricultural economist with the USDA, point up the losses incurred when care is not used in moving livestock. Livestock Conservation, Inc., has issued some figures based on his surveys.

The study used information tabulated from stockyard company records at 10 major midwestern and western markets, and from observation of 6,500 individual truck consignments of livestock.

Based on the study, combined cripple and dead losses (figuring four cripples equivalent to one dead) may be expected to be about as follows, (figures based on equivalent animals per 10,000 head):

	Rail	Truck
Cattle	3.3	3.7
Calves	7.8	15.1
Hogs	6.2	20.3
Sheep	4.6	11.7

At these rates, estimated national annual cripple and death loss in market animals from the farm, ranch or feedlot to market would have been \$8 million in 1954. Estimates of the bruise losses are at least double that figure.

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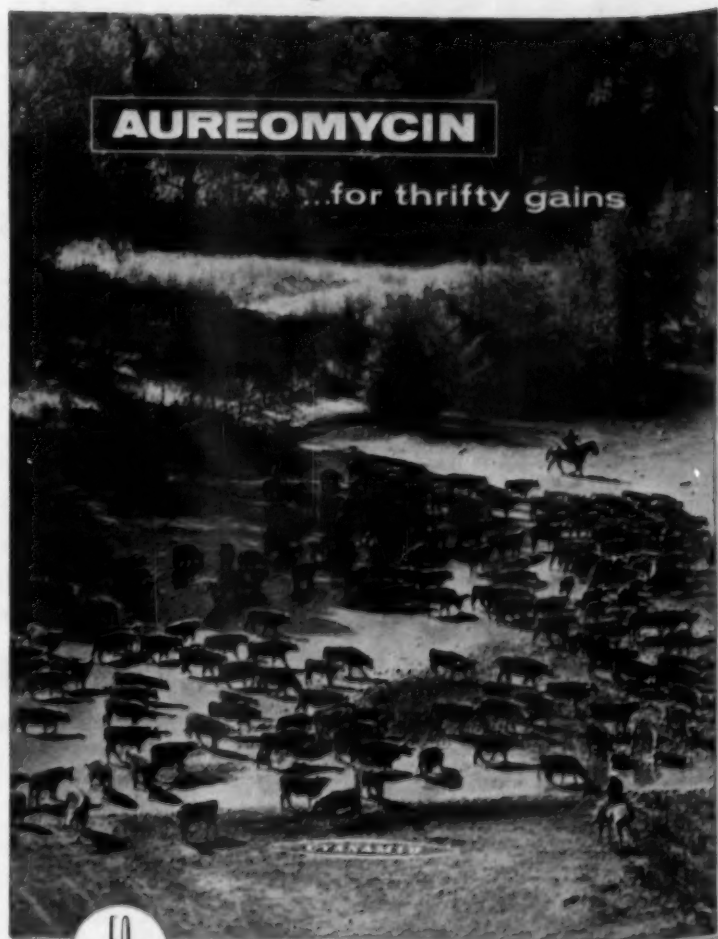
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A questionnaire to supermarket shoppers across the country revealed that 43 per cent of the women were attracted to a market by its meat, 40 per cent by its fresh fruits and vegetables, and 1 per cent by staples.

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Across the Desk

By Radford Hall

Word is received that the sponsors of the "Wilderness Bill" are making another effort to breathe life into their still-born baby. These people, who want to retire millions of acres of federal land to unproductiveness, have lots of time and money, and the outcome of the legislation does not effect their income—except in the case of the professional promoters, who might lose out if the bill should become law. The latter group does not care how long the discussions go on. The proposal is so extreme and the angles from which it might be attacked are so wide open that it's doubtful that congressmen could be "snookered" into the proposition. But it will be popping up again and again. It's got to be watched.

Oh, the woes that go with government programs! Meat packers in Rio de Janeiro on Oct. 9 stopped buying cattle for slaughter and reduced deliveries to butchers 70 per cent in order to enforce demands for an increase in the fixed ceiling prices on meat. Supplies were expected to last four days.

Two furniture companies in Phoenix, Ariz., were charged by a union with unfair tactics because they served a steak dinner to employees the evening before an election to unionize the companies. The union lost. Moral: For satisfied employees, feed them beef.

Semantics is a word we used to run across only at the university. But we hear it more often now. The reason? Semantics (the science of the meaning of words) is needed to straighten out some of the double talk. For example: "Plowing under crops" conjures up thoughts of waste and inefficiency; "soil bank" carries the impression of thrift and efficiency. Actually, the effect is the same in either case. Now comes the "federal reserve board to stabilize U. S. farm economy," which is a high-sounding name for just plain "federal regimentation of U. S. farmers."

It is a bit provoking to hear hunters and fishermen speak of "we, the public," as though they represented every one of the 170 million Americans. Actually, this group makes up only about a tenth of our population. But the truth is that virtually every one of our 170 million citizens are vitally interested in eating beef, a good part of which comes off the grazing lands in the national forests and the public domain.

Animal products make their appearance in the strangest places. For years we have preached the advantage of leather over plastics. Now we find that animal fats are useful in making softeners for plastics to make them more flexible—which is one of the advantages leather has over plastics.

Let us hope that Chief Forester R. E. McArdley meant it when he said, "We must keep recreation in balance with the use of the other natural forest resources such as water, timber and forage" in announcing "operation outdoors," a Forest Service program to double recreational facilities during a five-year period. We have wondered if some officials in the Forest Service, because of their continual reference to recreation, haven't confused the national forests with the national parks. The parks were set up for recreation, with other uses incidental; the national forests were established for conservation and proper use of natural resources, with recreation as incidental. They should be kept that way.

Study Finds Less Fat And More Protein in Beef

New findings discussed by Rita Campbell, director of the nutrition department, National Live Stock and Meat Board, before the 52nd annual meeting of the American Meat Institute in Chicago recently, show that meat has more protein than it has been getting credit for and fewer calories and less fat. The findings came from a study by Dr. Ruth M. Leverton at Oklahoma State University in work supported partly by grants-in-aid of the meat board. It shows, in the beef category, the following:

	Protein (In grams per 100 grams)		Fat (In grams per 100 grams)		Calories (Per 100 grams)	
	Old	New	Old	New	Old	New
Rump ..	21	32	32	11	378	235
Round ..	27	37	13	8	233	232
Porter- house ..	23	25	27	15	342	242
Sirloin ..	23	26	22	11	297	208

New Zealand Beef Imports Increase In United States

United States imports of New Zealand beef have increased sharply in recent months, after dropping from a high of 59 million pounds in 1952 to 4 million pounds in 1956. The rise was due to a large increase in imports of frozen boneless beef for manufacture.

Total beef imports from New Zealand are expected to be about 20 million pounds this year. Meanwhile, imports of other meat and meat products from New Zealand have dropped from \$13 million in the first half of 1956 to \$11 million in the same period of 1957.

New Scour Powder on Market

A new powder marketed by Haver-Lockhart Laboratories of Kansas City can be added to stock water as an aid in combatting scours in cattle. The method (12 ounces of Eltras powder to 50 gallons of water) can be employed in treating animals on a herd-wide basis, and also comes in boluses for treating individual sick animals.

AMERICAN CATTLE PRODUCER

Cow Pony Corral

By Roy Lilley

I HAVE ALWAYS been partial to sorrel horses, especially those with fairly prominent white markings—preferably a blaze and two or three stockings half-way to the knee or hock. Don't ask me why. . . I just like them that way. I suppose most horse people have a partiality of some kind when it comes to a horse's color.

Still, I can't help but wonder if there is any sound basis for favoring one color over another. Do you suppose there are certain traits that are connected with horses marked or colored in a certain way that make them superior, or do we just look extra hard for what we like in the ponies carrying our favorite color combination?

Of course, if you are buying a horse and you have enough cash in your pocket, there is no reason why you can't look around long enough to find an animal that combines all the other qualities you want, along with your favorite color. But how far can a man raising horses go in selecting for this one quality? In my humble opinion that would probably depend on the color you were after. Fortunately, my favorite color, sorrel, is a simple recessive characteristic and breeds true. Also the frequency of the color is quite high, so it wouldn't be hard to develop a line of sorrel horses, but who cares, there are plenty of sorrels already, so why go to any special pains breeding them?

Yes, but what about the faded colors like Apaloosa or Palomino? There the problem gets a little more complex. The inheritance of these colors isn't well understood and, in the case of the Palomino at least, is highly frustrating. There may be a strain of Palominos that breeds true, but I have never seen enough authenticated breeding records to become convinced myself. As far as I can find out, it is about as easy to raise Palomino horses as roan Shorthorn cattle, which actually isn't difficult at all. The only catch is the desired color only shows up in the heterozygous or "cross" individual. Consequently you can expect the desired color only 50 per cent of the time when two parents of that color are crossed.

An additional problem is that one of the possible results of the Palomino cross is likely to be an albino about one-quarter of the time—a color that is highly objectionable to some folks. The matter of Palomino color inheritance is further complicated by the fact that there seem to be additional dilution factors in determining the shade of yellow coloring that cause fading or darkening from one generation to the next.

If you are confused by this point, then I have successfully passed on to you what I know about color inheritance in horses. . . I'm confused, too.

I guess it boils down to the fact that, at least as far as those of us who use

horses to get a job done are concerned, we wouldn't sacrifice one bit of soundness, performance, breeding, conformation or disposition to get any particular color or markings. Then, everything else being equal, we pick our horse by its color.

Plans Mapped To Rid Southeast Of Screwworms

The USDA and the Florida Livestock Board last month announced a program to eradicate the screwworm. Thus, long-expended efforts of the Florida Cattlemen's Association, led by its president, J. O. Pierce, Jr., are bringing results in the battle against infestations that have caused huge losses. Radford Hall, executive secretary of the American National Cattlemen's Association, spent some time in company with Florida cattlemen consulting with congressmen and USDA personnel. The Florida legislature voted an appropriation of \$3 million for two years of the work, and Congress has voted \$1.6 million for the first year.

The eradication will take place mostly in peninsular Florida, because the screwworm seldom overwinters north of Gainesville, Fla., but it may extend 100 miles north, and should a mild winter occur and the fly overwinter farther north, the operations may extend farther into Georgia, southeastern Alabama and southeastern South Carolina.

The eradication program is based on a simple fact that the screwworm fly female mates only once. Scientists reason that if native females are mated with males sterilized by atomic radiation, they cannot reproduce, and eventually the flies will be exterminated. Pilot operations in Florida and on the Caribbean island of Curacao proved this to be true. By the summer of 1958, it is planned to release sterilized, laboratory-reared male flies at the rate of 25 million a week. (The flies will carry no radioactivity and are not household pests.)

New Systemic Effective Against Cattle Grubs

A new systemic chemical (originally labeled Dow ET-57 and now known as Viozene) shows promise for the control of cattle grubs and may control internal worm parasites. In a test at the Kansas agricultural experiment station only one animal in 10 still had grubs a month after a single treatment; grub counts for untreated animals increased.

On the Juniata experiment farm of Gooch Mills near Manhattan, Kan., studies in charge of David Worley, a Kansas State graduate, showed the same single treatment—either in a bolus (large pill) or in the feed—made the egg-per-gram counts drop sharply within a week after the Viozene treatment, and the counts remained low for the five-month test. Provisional approval of ET-57 has been announced by USDA.

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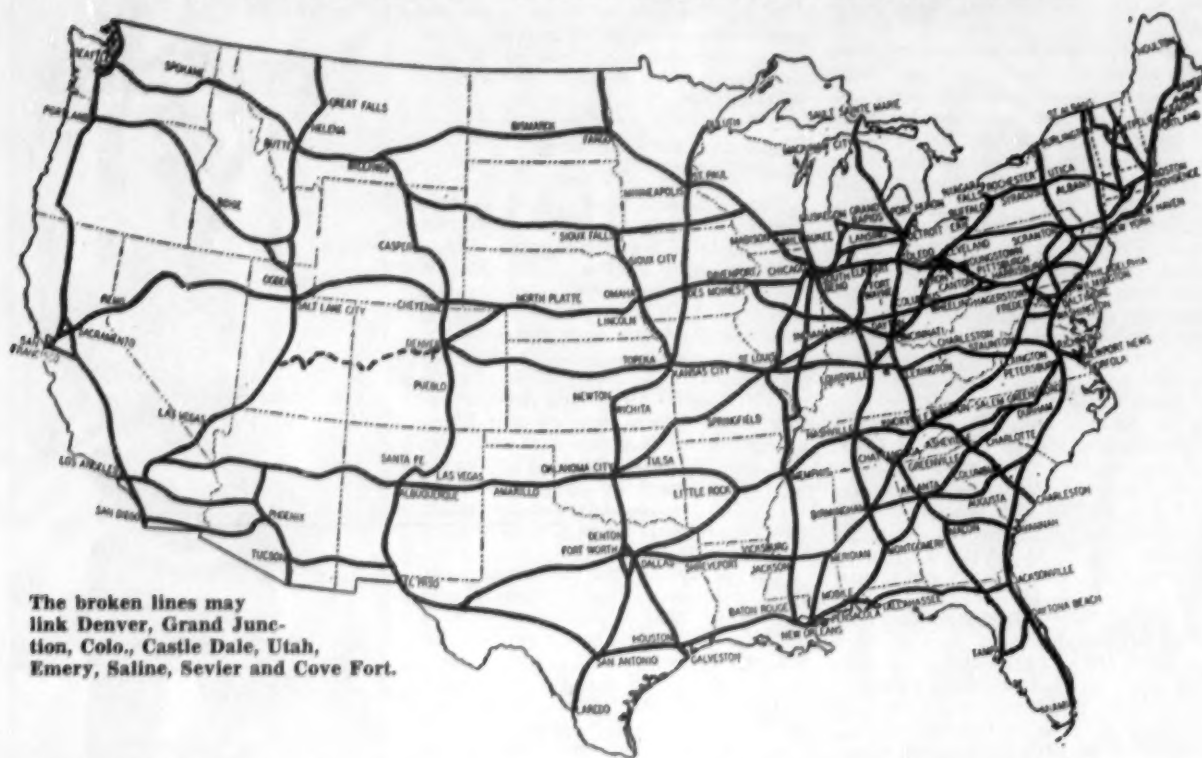
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Federal meat inspection is being conducted at 1,244 slaughtering and processing plants in 516 cities and towns. When the Meat Inspection Act was passed in 1906 there was inspection at 163 plants.



41,000 MILES OF INTERSTATE ROADS



The broken lines may link Denver, Grand Junction, Colo., Castle Dale, Utah, Emery, Saline, Sevier and Cove Fort.

WE ARE WELL INTO the second year of the new 13-to-16-year federal-state highway program—the biggest road program of all time.

Under the terms of this program, the interstate system is to be improved to modern standards with the federal government paying \$90 for each \$10 provided by the states.

The system comprises 41,000 miles, or about 1.2 per cent of the nation's total road mileage. But this comparatively small system carries more than one-seventh of all traffic and one-fifth of all rural traffic. It joins 42 state capitals and 90 per cent of cities of 50,000 people. It touches or crosses 406 of the nation's 435 congressional districts and misses several more only by a few hundred feet.

On the expressways there will be no stoplights and no intersections. In general, these expressways will be divided, sometimes in such a manner that traffic going one way will not see traffic moving the other way. At planned points, roads will bring you on and off the expressways. Connecting roads will join other highways. No public establishments will be along the new highways. Service stations, restaurants and motels will be just off them, with signs telling how to reach these services. You will be able to drive from New York to Los Angeles nonstop.

Cost of the system was originally placed at \$27.6 billion, plus \$5.5 billion for new roads on the regular federal-aid highway system—primary, second-

ary and urban—under which states match federal funds dollar for dollar. Cost estimates, however, now appear too low, perhaps by as much as 50 per cent.

Contracts have been let, so far, for a little over 1,000 miles of interstate highways, at an average of about \$500,000 a mile, including bridges and tunnels.

Stockmen, like other citizens, are being called upon in some instances to make sacrifices for the achievement of these roads. Some 730,000 parcels of land across the U. S. will have to be acquired. Some ranches and farms are being severed by the new, controlled-access highways. This problem, in particular, has caused resentment in some cases.

There is no easy answer to this question, but at least the property owner's own state highway department retains the responsibility for these problems. The state highway departments recommend to the Bureau of Public Roads in Washington where new route locations are to be.

The National Highway Users Conference says that highway officials in general are more than willing to sit down and discuss the possible solutions of entrances from the new roads to seasonal pastures, cattle passes, and, where feasible, slight changes in routings.

The Montana Highway Commission, the conference points out, passed a resolution stating its intent to route new roads so that the "greatest possible good and the least private damage may re-



On a Pennsylvania highway. (Photo courtesy Nat'l Highway Users Conference)

sult, and that the irrigated valleys will be harmed as little as possible and ranchers and farmers will have underpasses and other means of getting livestock, machinery and other movements across or under the system . . ."

An article by Vern Englehorn of Phoenix, Ariz., in the Arizona Cattlelog magazine gives this advice to ranchers:

"Be ready to stand your ground and negotiate all the underpasses that you need in order to allow you to work your ranch as you could without the highway there. Do not wait for the highway people to contact you. See them first and with an attitude of willingness to cooperate.

"The Federal Bureau of Roads is now footing the bill and in turn has major authority. What its attitude will be toward western ranches that consist largely of federal and state leased lands is yet to be seen. It may feel that it is different from the East and Midwest where they have to pay the full market price for the right-of-way because there all the land is fee owned. However, further east, where they have to purchase the right-of-way, they have to pay what is normally known as severance damage too, which usually is as much or more than the amount paid for the acreage that must be purchased.

"Do not wait until condemnation papers are served on you. Get all the facts from the highway department, have an appraisal made by someone with experience in appraisal of ranches and who knows the details of operating a ranch. Highway right-of-way agents know what a good, sound appraisal means and they will take notice when they see one. Mere conversation with them that develops into arguments only causes hard feelings. Furthermore, experience has taught us that the poorest place to get a fair settlement for damages done a farm or ranch is before judges and juries. Condemnation proceedings are very expensive and time-consuming. Unfortunately, programs such as the federal highway plan promises to be are so large that they are understaffed with proper personnel and they may not be able fully to understand each rancher's problems."

Californian Sees Return To Butcher Serviced Meats

The California Grocers Association, meeting at Coronado, was told by its president that a trend away from self-service departments is being noted throughout the state. Gerald Awes of San Leandro told the group, "Many grocers have returned to regular butcher service because they feel that in the highly-mechanized supermarket, the butcher is their only contact with the housewife." Retail food store executives participating in a panel discussion later declared service meats were the leading weapon of independent market operators competing with chains.



Edited by
ROBERT WEST HOWARD

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The MARKET Picture

STOCKER AND FEEDER trade turned active by late October. Several timely developments combined to promote this activity.

Most important probably was the reduction in numbers available for sale, due to restocking on the range. Also, corn crops in the Corn Belt area were practically all beyond the reach of frost damage, and many feeders in that area stepped into the market for cattle. In addition, demand from producers and growers in wheat pasture areas became more active as liberal rainfall came to the southern plains area, practically insuring good winter moisture. Not the least among bullish factors in the trade was the recent report released by the USDA of a decrease of 11 per cent in the number of cattle on feed in the important feeding states as of Oct. 1, 1957, compared to a year ago.

Demand for light yearling steers weighing 525 to 675 pounds apparently far exceeded the supply and many orders for these weights were unfilled. As a result, buyers were being forced either to go to heavier weights of yearlings or to calves, and both classes worked higher.

Steers over 800 pounds also sold stronger, but two-year-olds weighing 850 to 1,000 pounds and fleshy heifers weighing upward to 700 pounds or better were the slowest kind to move at the lowest price levels in the list. However, the big volume of these latter kinds of feeder cattle had already moved earlier, so that numbers of such cattle were not excessive.

Distressing in the trade was the poor condition of dressed beef markets. Even with a reduction of 5 to 10 per cent in

federally inspected cattle slaughter in recent weeks, little or no improvement was realized in this segment of the industry. In fact, total tonnage of beef, lamb and pork has been running considerably short of a year ago for a good many weeks. Yet, all three items in the dressed market have been on the decline.

In the beef market, cows have been the only product to enjoy a dependable outlet. This, no doubt, stems from the fact that cow slaughter is down sharply this fall, again due to widespread restocking. Packers have had difficulty buying any volume of thin cows for boning, being frequently outbid by stock cow buyers. In addition, growers have not been inclined to cull out from their herds anything but old cows or barren stock, in view of their plentiful supply of feed.

Another factor adding strength to the dressed cow market is the reduction in the supply of grass steers sold for slaughter this year, due to wide competition from feeder buyers. Thus, a higher percentage of the total cattle slaughter this fall has run to better grades of grainfed cattle, with a smaller proportion of so-called "cheaper" cuts of beef available for consumer demand.

Probably one of the major factors in a poor dressed beef market, in spite of less beef per capita available, is the rapidly growing competition from poultry for the consumer's dollar. The average consumer is inclined to think twice before he will pick up steaks costing over \$1 per pound out of a meat counter, when within arm's reach there is poultry available costing in the 30-cent bracket.

Despite the unsatisfactory condition of the grainfed cattle market, feeder buyers continue to compete actively for stocker and feeder cattle at prices fully \$3 to \$4 above a year ago on the average, with instances of stock calves sell-

Colorado Ag Station Studying Direct Selling

Colorado Agriculture Experiment Station at Fort Collins is making a survey of prices received by producers for high quality feeder cattle selling direct as compared with prices received at the terminal market. The survey, instigated at the request of the North Park Cattlemen's Association, started Sept. 20 and will continue until the end of November, the peak season for selling feeder cattle in the area.

ing \$5, \$6 and \$7 above last year. However, several conditions exist which were not in the picture a year ago. Most feeding areas have an abundance of feed, which can best be marketed through the feeding of livestock. In addition, the price structure of the fat cattle market is the reverse of a year ago. Last year, grainfed cattle had reached a top-heavy position by mid-September and declined consistently throughout the remainder of the year.

This year, declines came earlier, so that perhaps a more stable price level can be expected for the rest of the year. Costs of putting on a pound of gain promise to be reduced considerably from recent years in most areas, so that even though feeder cattle prices look relatively high, the potential of coming out on a feeding operation, due to cheaper feed, is still there.

A study of the cattle on feed survey of Oct. 1 indicates not only a reduction in total numbers but also a different pattern of marketing those reduced numbers. Intentions are shown to market 27 per cent of the number in October, which is 1 per cent above last year. For November, the intentions are to sell 23 per cent of the total, which is a reduction of 2 per cent from last year. For December, the report indicates intention to market 21 per cent or a re-



THREE OF A KIND

Farmer Vernon Sharp, Barboursville, W. Va., probably thought he was seeing triple when he saw what his registered Hereford cow had added to the herd. The cow yielded triplets at the farm about a mile from Barboursville. Dr. Edward Livesay, former animal husbandryman at West Virginia University, said such an occurrence is "very rare" among cows. (Associated Press Wirephoto.)

duction of 1 per cent from a year ago. This leaves the remainder of Oct. 1 numbers to be marketed sometime after the first of the year of 29 per cent, which is 2 per cent above last year.

This would indicate that a definite reduction in available grainfed cattle would show up in November and December. And, at the same time, it has already been established that the volume of cow marketings from ranges this fall has dropped considerably below last year. If consumer demand remains constant, this gives every indication of a healthy fat cattle market the rest of the calendar year.

Price Round-up. Late in October, the bulk of good and choice stocker and feeder steers were bringing \$19 to \$23, with most light yearling steers weighing under 700 pounds of good or better quality bringing \$20 or better. Early in the season, yearling steers weighing above 700 pounds seldom brought the top money, but, as light yearlings became scarce, competition pushed 700- to 775-pound steers into the top brackets. High quality steers in these weights were bringing \$22 to \$23.50 and up to \$24 quite freely, with some outstanding quality kinds selling as high as \$25 to \$26. Even weights as heavy as 800 pounds sold up to \$23 if carrying choice quality. The supply of two-year-olds weighing 850 to 1,000 pounds was becoming rather scarce, since many of these cattle had been marketed earlier. A few sales were reported from \$19 to \$21.50, quite a few sales around \$20 to \$20.50, with an occasional load of 1,000- to 1,100-pound two- to three-year-olds down in the \$18 to \$19 bracket. Good and choice heifers sold from \$18 to \$20, numerous sales in the \$19 bracket, and an occasional load of outstanding quality up to \$20.50 or better.

Stock calves sold in a wide spread as to quality, and price strength was creeping into this class of cattle perhaps more than any other, as it was questionable how many calves would actually be offered for sale, due to the decision of many growers to winter their calves. Good and choice steer calves sold from \$23 to \$28 over a wide area, with recent sales quite numerous in a spread of \$24 to \$27.50. Quite often choice to fancy calves in the northern plains sold from \$29 to \$32 in small bunches, and one load of fancy Club-type steer calves reached \$41 in a special sale. Good and choice heifer calves sold from \$20 to \$24, with numerous sales around \$21.50 to \$23, and occasional loads of fancy heifer calves reaching \$25 to \$27.


Much of the price structure on grass cattle, for the fall season, including cows, was at the highest levels in the past four or five years. Medium to good stock cows sold by the head at \$120 to \$160, with cow and calf pairs ranging from \$140 to \$200, according to weight and quality, an occasional load of choice quality heavy northern pairs selling up to \$225.—C. W.

USDA Offers To Buy Beef For School Lunch Program

The USDA announced that offers have been requested to supply 15 million pounds of frozen ground beef for the school lunch program. The purchase will be with funds appropriated under the National School Lunch Act. The law provides that a portion of the funds appropriated each year for the school lunch program may be used to purchase foods which will help meet the nutritive requirements of school children.

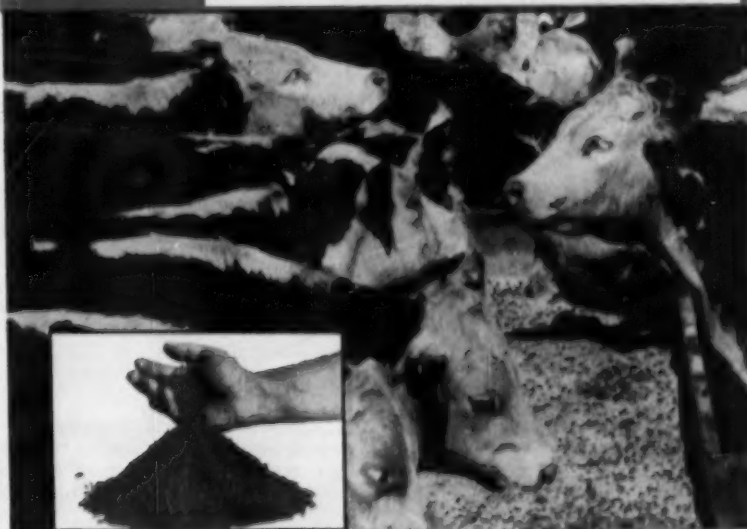
World Meat Consumption Shows General Increase


Nearly all countries are showing a rising level of meat consumption, according to recently released figures. The rise in meat eating is relatively greater than the population growth. In Argentina, the average is 255 pounds of meat eaten each year per person; New Zealand, 224 pounds; Australia, 218 pounds; the United States, 167, and Canada 148 pounds. People of Greece eat the smallest amount of meat, at 33 pounds per person.



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USDA Bulletins To Help You

EVERY DAY thousands of radio and television stations, magazines and newspapers bring to you, the stockman, reports of market conditions, changing trends, and up-to-date information about your industry.

Frequently, editors hear the half-humorous comment that stockmen get "too much information." But, more frequently, the plea is for more and more information as alert stockmen literally chart their own futures.

Editors are often surprised to realize that USDA bulletins and reports which they use and rely upon constantly are completely unknown to most ranchers and feeders. There are many publications of a daily, weekly, monthly or periodic nature which contains the primary information upon which editors, economists and other "readers" of the industry base their reports and predictions. In fact, the department is-

suces several special bulletins just listing these reports.

We asked several ranchers and feeders to list for us the bulletins they use the most. Then we asked federal officials to double-check the list. Here, for your information and action, is a special tabulation of the most valuable Agricultural Marketing Service publications which you can receive regularly, free, simply by asking that you be placed on the mailing list.

For even greater convenience, we have printed a coupon on this page. Fill it out, send it back to the American National and we will see that your request is forwarded to the proper state or national office.

1. **Market News Weekly**—about 20 pages. Released weekly by the Market News Branch, Livestock Division. Review of livestock marketing and dressed meat trade for the past week, including prices, receipts and slaughter at major markets. Also carries current statistical reports on livestock and meat production, prices, slaughter, imports-exports, etc. (One of the most valuable all-around publications).

2. **Livestock and Meat Situation**—about 20 pages. Released bi-monthly (January, March, May, July, August, November) by AMS. Reviews current developments in livestock production, slaughter, consumption, etc. Discusses outlook and probable trends, including special reports on specific livestock subjects.

3. **Western Range and Livestock Report**—2 pages. Released monthly by the Western Livestock Office, AMS. Reports conditions of range feed, cattle, calves, sheep and lambs for the 17 western states.

4. **Livestock Market Reports**—about 2 pages. Issued mostly semi-weekly by major markets, with special area or local reports on varying schedules. This is primarily the information contained in radio and newspaper reports of specific markets. Please specify market or markets desired.

5. **Range Sales Report**—2 pages. Released weekly by Market News Branch, Livestock Division. Review of the stocker and feeder and fat cattle trade "in the country" for the past week in the western states.

6. **Special Stocker and Feeder Report**—1 page. Released weekly July through November by Market News Branch, Livestock Division. Review of the stocker and feeder trade at principal terminal markets for the past week.

7. **Cattle and Calves on Feed**—about 6 pages. Released quarterly (January, April, July, October) by the Crop Reporting Board. Reports number of cattle and calves on feed for date indicated, plus marketings and placements for the past quarter, covering 26 most important feeding states in January and 13 states on other dates. Numbers on feed are broken down by class or kind,

weight groups and length of time in feedlot—also marketing intentions.

8. **Calf Crop**—2 pages. Released in February and July by the Crop Reporting Board. Reports, by individual states and total national, the expected calf crop for the year in July issue and the final number of calves born during the past year in February issue.

9. **Livestock and Poultry Inventory, January 1**—about 30 pages. Released in February by the Crop Reporting Board. Reports annual breakdown of numbers and value of all livestock and poultry, by class and kind, by states.

10. **Crop Production**—about 50 pages. Released monthly by the Crop Reporting Board. Reports average yield and production for all principal crops by states and national totals. Valuable to stockmen who buy or sell feed.

11. **The Feed Situation**—about 20 pages. Released by AMS in February, April, May, July, September and October. Describes intentions, outlook and actual production of feed grains and forage crops.

12. **Special Bulletins**. There are many publications not listed above which would be of value to ranchers and feeders with specific problems. If you check this box below, please indicate the problem and we will attempt to locate the publication most suitable.

Comparative Feeding Value Of Spuds for Cattle

Writing in the North Dakota Stockmen's "Bar North," Robert W. Amstrup, secretary of the Walsh County Fair, furnishes some figures on the comparative feed value of fresh potatoes:

100 pounds shelled corn equals 450 pounds fresh potatoes;

100 pounds alfalfa hay equals 300 pounds potatoes;

100 pounds mixed grain equals 350 pounds cooked potatoes when fed two to 1 with the grain to swine;

28 pounds alfalfa and 12 pounds barley equal 100 pounds fresh potatoes for lamb feeding.

Experiments in Idaho indicate potatoes contain about twice the digestible nutrients of wet beet pulp or beet tops. The story also points out that when grain is \$1 per cwt. raw potatoes have a feeding value of 20 to 22 cents per cwt., and when alfalfa hay is worth \$20 per ton potatoes are 33 cents per cwt.

Potatoes can be mixed with hay, dry corn or sorghum fodder to make silage, by running through a cutter and adding 20 to 25 pounds of dry forage to 100 pounds of potatoes; also 10 pounds of dry forage added to the potatoes might make good silage.

In early summer cattle will eat potatoes which have been spread on pastures during fall and winter and left to freeze, thaw and dry. Feeders have reported gains of more than 2 pounds a day on cattle fed dried potatoes with pasture.

Check-List of USDA Livestock Bulletins

1. Market News Weekly. ☐
2. Livestock and Meat Situation. ☐
3. Western Range and Livestock Report. ☐
4. Livestock Market Reports. ☐
(Market Desired).
5. Range Sales Report. ☐
6. Special Stocker and Feeder Report. ☐
7. Cattle and Calves on Feed. ☐
8. Calf Crop. ☐
9. Annual Livestock and Poultry Inventory. ☐
10. Crop Production. ☐
11. The Feed Situation. ☐
12. Special Bulletins. ☐
(I need information on:).

(Please check only the squares for those publications that you need or are not now receiving.)

Name _____

Address _____

Send to: American National Cattlemen's Association,
801 East 17th Avenue
Denver 18, Colorado

Consumer Preference And Other Fat Data

A number of agricultural colleges have made surveys in the past several years on consumer preference in meat. Most of their reports indicate that consumers want beef grading good and that they have an aversion to fat. The tests usually have involved visual appraisal and not an eating appraisal.

A recent report from Texas A. & M. College indicates that the average housewife pays no attention to official grades, cannot name them, and has little desire for marbling.

But in spite of these indications that housewives want lean beef, the higher grading beef with more fat continues to sell for higher prices, both alive and dressed. Chain stores do not usually sell beef grading lower than low choice because their experience has shown that the customer wants that grade or better.

The National Live Stock and Meat Board says that retailers find consumers generally want lean beef but the lean beef they want is from cattle grading choice or top good, with a close trim of external fat. Says General Manager Carl F. Neumann: "This type of beef has a nice marbling of fat particles throughout the lean portion—which indicates that consumers appreciate the fact that marbling adds to the tenderness and juiciness of meat."

In a study of effect of marbling on tenderness and juiciness, at Cornell University, a three-man palatability panel found increased tenderness significantly correlated with more abundant marbling. The panel observed that "as the degree of marbling increased there was a highly significant increase in the juiciness of the meat."

From the standpoint of feeding for lean beef, it has been found that in the case of muscle and fat, the two tissues of most concern, the order of development is from head and neck backwards and from the lower parts of the limbs upward to the loin region. External fat develops much later than skeletal muscle. Consequently, high nutrition in later ages tends to emphasize lean developments and minimize fat deposition in the carcass. This is the basic principle involved in feeding work where the object is to produce lean meat.

Humane Slaughter Method Wins Mayer Commendation

Oscar Mayer & Co. has been awarded the "seal of approval" for humane beef slaughter by the American Humane Association, Denver, Colo. The award, to the nation's ninth largest meat packer, was made with the announcement that Mayer is using the humane captive bolt pistol in all beef slaughter. The firm operates plants in a half dozen cities.

extension telephones prevent Run-itis* on the farm



Imagine how an extension telephone in the barn, near the corral or in the machine shed—or in the house—could save you time and steps each busy day. You could take or make your calls when you wanted, where you wanted. To learn all about how convenient and economical extension telephones are, just call your local telephone manager. He'll be happy to demonstrate how you can end Run-itis once and for all.

* Run-itis: running to the house from somewhere in the farm yard to answer important calls.



ROLL, KRACK, KRIMP Your Own Grain

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Twelve Sizes and Models Available. A size and capacity for every need, Heavy-Duty Farmer-Feeder . . . sizes from 100 to 800 bu. per hour. Super-Duty Commercial . . . sizes from 800 to 2200 bu. per hour. All available as a Basic Unit for truck or overhead mounting; Floor or Skid Units for use in the feed room or grainary; PTO Trailer Units for farm and commercial work. Free engineering service & recommendations supplied for installing your own "Push Button Feed Plant."

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THE MAGDALENA DRIVEWAY



On the Magdalena Driveway, grazing as they go, the steers leave the brush country behind and edge into the Saint Augustine Plains. Sometimes they gain weight on the trail. (Authenticated News photo.)

Meandering through brush-covered mountains and wind-whipped prairies, the Magdalena Driveway is a lonely but lusty old remnant of what the Old West really used to be. Its winding trails are not so much used any more as they once were, but it is still an active and going concern.

It was in January of 1885 that the first steers bawled their way to the shipping pens through the streets of Magdalena town, where the Santa Fe Railroad had just finished laying a spur line. The shipping point might have been farther west but the railroaders gave up hope of taking it any higher along the grade. That task, they said, was "impossible to engineer."

That was when the town named for Mary Magdalena was a rip-roaring mining and cowman's settlement with all-night dances that woman-starved cow-

pokes would ride 50 miles to attend, and where they didn't call it an evening without shooting out the lights of Main Street. The town has grown quiet and lazy through the years, but it's still the one remaining stronghold of the old New Mexico cattlemen. A gateway to the vast plains, Magdalena is the last railhead west to Arizona.

The changes in economics have thinned out the rambling ranches even in sparsely populated New Mexico, and both Magdalena and the driveway reflect the altering. Once it wasn't uncommon for 25,000 head of cattle to munch their way to market over the driveway in one season. In recent times only a quarter of that number have used it.

The driveway itself is the only one of its kind in the country. The federal government officially dedicated it as

a stock highway that can't be blocked by fences. It covers more than a hundred square miles of land, stretching from Magdalena to the Arizona border in strips from a quarter-mile to four miles wide.

Stiffest competition to the old trail comes from the trucks that, a few years ago, couldn't negotiate the primitive roads into most of the back-country ranches. With better roads and better vehicles now, they take the steers to market faster and sometimes cheaper. But the cattle, surprisingly to some, arrive in better condition on their own hoofpower than they do if they ride.

Sometimes the driveway is put into use because the buyers request delivery that way, and sometimes because a few ranchers are just stubborn enough to like the old-time method. — **From a story by Vic Jameson, Hobbs, N. M.**

CATTLE ON FEED OFF 11 PER CENT

THE NUMBER of cattle and calves on feed for market in the 13 major feeding states on Oct. 1 was estimated at 3,222,000 head, according to the Crop Reporting Board. This was a decline of 11 per cent from a year earlier and 13 per cent below the July 1 number on feed. In 1956 the number increased 7 per cent in the July-September period. This was the first quarterly date this year for which there was a decrease from a year earlier. On July 1, 1957, there was an increase of 9 per cent from a year earlier and on both Apr. 1 and Jan. 1 there were 4 per cent more than a year earlier.

Numbers in nine of the Corn Belt states on Oct. 1 totaled 2,370,000 head—down 9 per cent from a year earlier. All the Corn Belt states showed decreases from Oct. 1, 1956, except Ohio, which was unchanged, and South Dakota, which was up 5 per cent.

In the four important western feeding states—Arizona, California, Colorado and Texas—numbers at 952,000 head were down 15 per cent. Texas showed the largest decline, with the numbers down 38 per cent. Colorado was down 7 per cent, Arizona down 15 per cent, and California down 12 per cent.

A breakdown by weights indicates a slightly greater percentage of cattle

over 900 pounds on feed Oct. 1 than a year ago and a smaller percentage under 600 pounds. Comparisons this year with last showed 9 per cent weighed under 600 pounds this year, 11 per cent last year; 49 per cent were from 600 to 900 pounds both this year and last; 36 per cent from 900 to 1,100 this year as against 33 per cent last; 6 per cent over 1,100 pounds this year as against 7 per cent last year.

Steers represented 67 per cent of the total, compared with 66 per cent last year; heifers 28 per cent (27 per cent last year); calves 5 per cent (6 per cent in 1956); cows and other cattle less than 1 per cent of the total in 1957 and 1 per cent in 1956.

Time on feed: Number on feed less than three months was 20 per cent below a year earlier; the number on feed from three to six months and over six months was above last year. On Oct. 1 this year 54 per cent had been on feed less than three months, compared with 61 per cent a year earlier; the number on feed three to six months was 24 per cent in 1957 and 20 per cent in 1956. The number on feed more than six months was 22 per cent of the total this year and 19 per cent in 1956. The decrease in number on feed less than three months, both percentage-wise and in numbers, was general, with the nine Corn Belt states down 18 per cent and the four western states down 26 per cent. The increase in over three

months feeding was greatest in the West (14 per cent); in the Corn Belt it was 2 per cent.

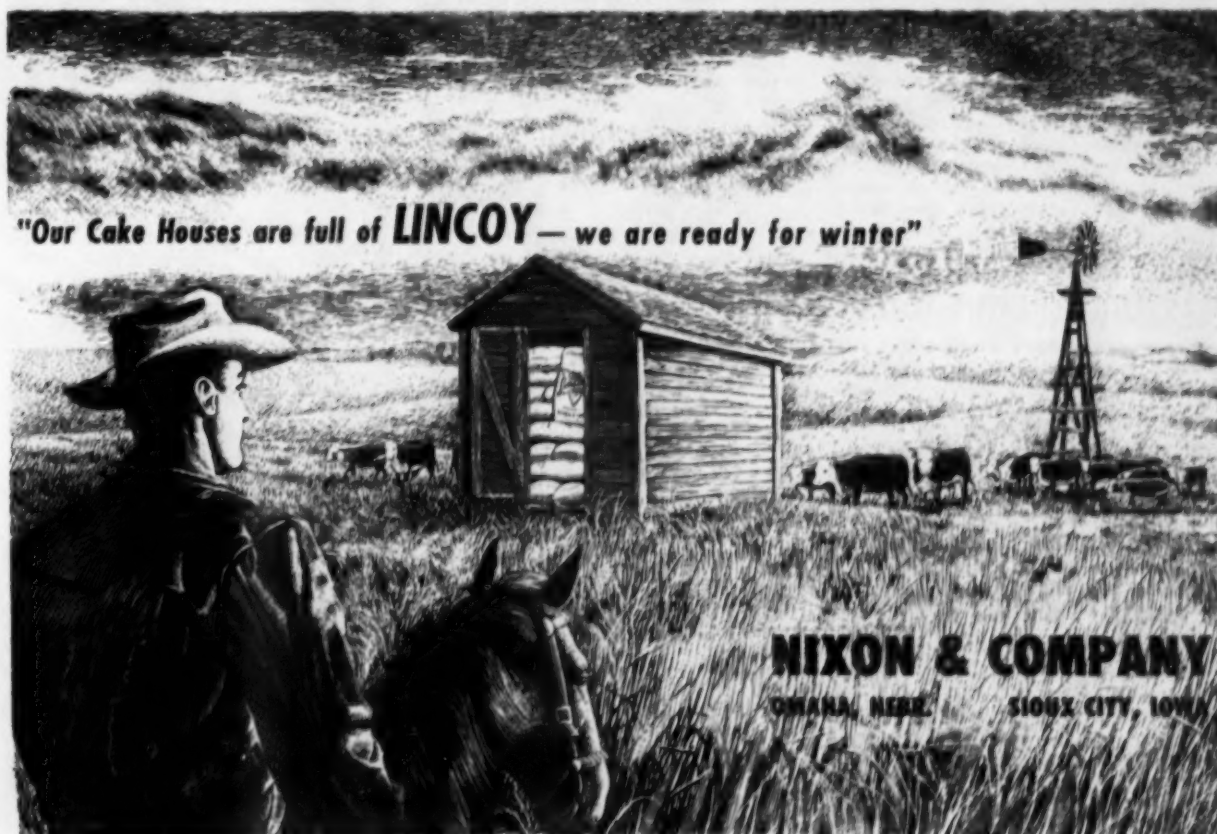
Feeders' marketing intentions indicated that of the 3,222,000 head on feed, 870,000 head or 27 per cent were to be marketed in October; 736,000 or 23 per cent in November; 692,000 or 21 per cent in December, and 924,000 or 29 per cent after Jan. 1, 1958.

Tranquilizers Studied For Use In Handling Calves

The combined stress of weaning and shipping dairy and beef calves has been effectively reduced by veterinarians experimenting with tranquilizers, according to the Journal of the American Veterinary Medical Association. When dosed at the correct low level, the young animals are reported to have stayed calmer, lost less weight and recovered more rapidly than untreated calves. However, since none of the calves, treated or untreated, suffered from shipping fever, the study did not demonstrate if the drug would affect the incidence of that ailment.

Magazine Suggests Leather For Championship Ribbons

The editor of National Live Stock Producer proposes that grand champion purple ribbons awarded to winning animals in show-ring competition should be made of leather.



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LADIES' CHOICE



Through a Ranch House Window

By DOROTHY McDONALD

This month we celebrate Thanksgiving, the uniquely American holiday. All through the ages, nations and peoples have celebrated conquests, great discoveries, the birthdays of their leaders. . . . or have sought to propitiate the gods or woo them into sending rain, or fertility, or abundant harvests. But where else have people ever gathered in such simple thankfulness for families, and freedom, and sufficient harvest to see them through another year? Not necessarily an easy year, or an abundant year, but just another year in which to live and work and be Americans. As our president says in this month's message, this is a time when we should pause to take stock of all the freedoms we enjoy, and to resolve anew to hold tightly to the democracy our forefathers founded for us in this new land.

Only in this way can we pass on to our children and our children's children a truly Happy Thanksgiving.

We seldom publish verse on these pages, primarily because we never quite have space enough for all the material we feel should be passed along to you. But this little verse by Mrs. John Furman, first vice-president of the Nebraska CowBelles, is so appropriately titled for this column, and I think so typical of the "extra something" which ranch wives have to be thankful for, that I'm going to deviate from our usual custom.

At Home on the Range

There was a time when I did not have to worry about what to do with the left-over Holiday turkey. By the time the children and their friends—and their friends' friends—had drifted through the kitchen a few times and stopped to "admire" the great golden bird as it stood cooling on the table, and by the time Himself and the visiting uncle (and sometimes the aunties and Me, I must admit) had put on a pot or two of coffee and made up some cold turkey sandwiches, there usually was hardly enough left for next day's luncheon.

But those days are past. Even though I've recently discovered what a good buy a "junior turkey" is for the small family, only too often there is half a bird left after we're surfeited with the cold turkey "pickin's" which just naturally follow a Holiday dinner.

I've found it is a good idea as soon as

Through A Ranch House Window

By FRANCES E. FURMAN

Our ranch house picture window frames
A scene to please the eye;
A picture artists could not paint,
Nor wealth nor fame might buy.

For background there are lush green hills
Beneath an azure sky.
And the artistic touch
Of frothy clouds, piled high.

A lazy little river winds
Across this placid scene
Where Nature scattered cottonwoods,
Their branches sheathed in green.

Some mother Herefords and their young
Supply the contrast shade,
Their glossy coats of cherry red
Resplendently displayed.

Cattle, meadows, hills and trees—
Is there a finer art than these?

the meat has thoroughly cooled to slice off a good part of it and package it for the freezer. (If you do not have a freezer, it will keep for ten days or two weeks in the freezing compartment of your refrigerator.) This sliced left-over turkey (or chicken, for that matter) is wonderful to have on hand for quick-and-easy after-Holiday entertaining.

I guess everyone has a favorite recipe or two using left-over roast fowl. One I had not known until recently is Turkey Supreme. It's the specialty of a friend of mine who is a wonderful Southern cook. She serves it with tiny, puffy hot biscuits, candied yams, wonderfully-flavored green beans that she cooks slowly with bacon and onions, and an out-of-this-world dessert she calls Brown Sugar Pie. Since she is one of those cooks who "never measures anything," I'll have to go over and watch her make it some day before I can give you the pie recipe. I have, however, seen her make this Turkey Supreme; this is approximately how she does it. (You may have to experiment a bit on the amounts and the seasoning.)

TURKEY (OR CHICKEN) SUPREME

- 2 to 3 cups left-over turkey or chicken, sliced
- 2 to 3 cups stock from the bones (or you can use hot water with 2 or 3 chicken bouillon cubes dissolved in it.)
- 1 to 1½ cups long-grain white rice
- ½ cup left-over gravy thinned with ½ cup cream or rich milk
- 1 cup finely-sliced unblanched almonds
- Salt, pepper, dash of marjoram, sage and savory

METHOD: Heat the stock or bouillon to boiling, seasoning with salt, pepper,

a light dusting of the other spices. Add one-half as much rice by measure (1 cup rice to 2 of stock), cover closely and steam over very low heat for 25 minutes. (Do this in the morning or even the day before so the thoroughly-cooled rice will not become sticky when you make up the casserole.)

In a well-buttered casserole place a layer of the rice, a layer of turkey (you may add some finely-sliced olives and mushrooms if you wish) and repeat to desired depth. Gently pour over the gravy and cream, heated. Sprinkle thickly with the almonds, dust them well with salt, and bake at 350 degrees for 40 minutes or until heated through and the almonds are golden brown.

"If it seems too dry," my friend says, "you can add a little more cream. It should be fluffy and moist; neither dried out nor drippy."

This is the sort of recipe I enjoy—one that gives a chance for your own creative talent to work upon it for individual results. Personally, I like to sprinkle about 1 cup of sliced ripe olives over the turkey layers. (I've found, by the way, that buying "pitted olives" saves time, effort and money if you plan to slice them.)

But whether you try it with or without the trimmings, I think this is a recipe you will want to add to your "When Company Comes" file. I hope you'll like it.

A Happy Thanksgiving to you all.—
D. M.



Mrs. Ernest Browning, Willcox, Ariz., president of the Arizona CowBelles (left), presenting an educational scholarship to Miss Patti Perner. The scholarships are good for the college of the winner's choice. Miss Perner has chosen the University of Arizona.

Meet Your Neighbor

The Oklahoma CowBelles' president, Mrs. J. B. Smith—or Betty, as she is known to most Oklahomans—is a charter member of



Mrs. J. B. Smith

of the American National and the Oklahoma CowBelles. She was born in Pawhuska, the daughter of pioneer Oklahomans, Mr. and Mrs. H. P. White, and has lived all her life in the beautiful "blue-stem" country of Osage County.

After graduating from the local schools she attended the University of Oklahoma at Norman, where her sorority affiliation was Chi Omega.

In 1932 Betty married J. B. Smith, her high school sweetheart. In October of this year more than 200 friends gathered at their ranch home to help them celebrate their 25th wedding anniversary.

The Smiths both are very active in community, club and state affairs. Betty has served in various offices of district and state federated clubs, and is a district and state director of the Oklahoma division, American Cancer Society. Mr. Smith has served as president of the Osage County Cattlemen's Association for two years, and for two years as president of the Oklahoma Cattlemen. He is also a member of the agricultural advisory committee of Oklahoma State University, his alma mater, and is a second vice-president of the American National Cattlemen's Association.

Although they have no children, the Smiths have been active in 4-H club work and youth activities in their community, and their large range home has been a gathering place for their friends and community, as the more than 500 names "registered" on the breakfast room wall would indicate.

Betty is serving as the general chairman of the ladies' activities for the American National convention in Oklahoma City in January, and the Oklahoma CowBelles are proud of their progress under her leadership. They are very happy to introduce this very nice neighbor.—Mrs. Sam Rogers.

ONE MORE MONTH

The Ranch Photo Contest closes Dec. 15. All CowBelles are invited to join this contest. Send pictures of ranch life, cattle scenes or CowBelle activities. They may be negatives, snapshots, or enlargements. Do not send transparencies. Mail your entry to this popular contest to the CowBelle Ranch Photo Contest, 801 East 17th Avenue, Denver 18, Colo.

American National

CowBelle Chimes

VOL. 5, NO. 11

NOVEMBER, 1957

President—Mrs. Mose Trego, Sutherland, Nebr.

Vice-Presidents—Mrs. Robert Burghart, Colorado Springs, Colo.; Mrs. Lucius Long, Jr., Meers, Okla.; Mrs. Joe Oliver, John Day, Ore.

Secretary-Treasurer—Mrs. Ross Haase, R.F.D. No. 3, North Platte, Nebr.

Editor—Mrs. Dorothy McDonald, 303 N. 47th St., San Diego 2, Calif.

A Message From Your CowBelle President

Greetings, CowBelles! By the time this message reaches you, it will be near Thanksgiving—this special day we are eager to be with loved ones. We pause to appreciate the freedoms we enjoy as citizens of the United States of America, and realize we must keep our democracy a living thing.

Will you please make a correction in your Year Books? The address of the president of the Mississippi CowBelles is incorrect. It should be Mrs. Chas. B. Fisacherly, Sunflower, Miss. We are sorry for this mistake, Mrs. Fisacherly!

Your secretary, Mrs. Haase, and I attended a Beef Council meeting on Sept. 28 at Denver. This was a very educational meeting. Several advertising agencies gave ideas on beef promotion programs.

On October 22 we were guests of the Missouri CowBelles. It was a real pleasure spending a short time with these ladies who are working hard in behalf of the cattle industry. Their president this past year, Miss Margaret McCarty, is a very capable leader.

Correspondence from Mrs. J. B. Smith, Oklahoma's CowBelle president, assures us that all details are being taken care of for our pleasure and comfort during the National convention on Jan. 6, 7 and 8. A few weeks ago we were most happy to have Mr. and Mrs. Lucius Long, Jr. and Mr. and Mrs. Jack Jessup, Sr., representatives of Oklahoma, drop by to spend an evening with the Haases and us. They are helping with the National convention arrangements and join Mrs. Smith in extending a "Welcome" to you all.

I am pleased to learn Arkansas is interested in forming a CowBelle organization. I have written and sent material to Mrs. Linus H. Burton, Fayetteville, and we sincerely hope CowBelles will be ringing in Arkansas soon.

The judges have just named J. H. Dobbin, Joseph, Ore., "Father of the Year." C. W. Grandy, Terry, Mont., was judged second, and George F. Nelson, Spanish Fork, Utah, third.

One of the judges in this CowBelles project remarked that "each entry had

an outstanding record and is deserving of recognition even though only one can be named."

Mr. Dobbin is 87 years old and is respected in his community and area as the kind of a man who untiringly helps the youth and his fellow man. He has given the best of education to his three daughters and has financed projects for many 4H and FFA boys. He has been a helper in all community efforts. He attends regularly the Enterprise Community Church. He has ranch holdings and other assets.

Happy Thanksgiving to you all.

Thelma Trego, President

NATIONAL CONVENTION: A note from Mrs. J. B. Smith, Oklahoma CowBelle president and general chairman of our Oklahoma City meeting, reminds us that they are hoping for a fine collection of snapshots in all three divisions of the CowBelle photo contest. Have you sent in your best pictures in each of the groupings—general ranch life, cattle scenes and CowBelles activities? They may be snapshots or negatives and they need not be mounted. Send them to Ranch Photo Contest, 801 E. 17th Ave., Denver 18, Colo.—and hurry! We're hoping for a big, big collection of pictures of your homes, your ranches; haying and branding activities around your places; all sorts of CowBelle activities—meetings, fair booths, luncheons or what have you?

Mrs. Smith writes that her group is busy with plans for the convention. There will be a reception and get-together for the ladies on Sunday evening, the 5th, at the Skirvin Hotel, with Mrs. Bob Jessup of Oklahoma City and our own Mrs. Lucius Long, Jr. as co-chairmen of the event.

A luncheon and style show have been arranged for Monday. A tour for the ladies is also being worked out, for it is believed they will enjoy seeing the "Church of Tomorrow," the Reverend "Bill" Alexander's church in Oklahoma City, and other unique spots like the Hummel Holiday Village. This will probably be on Tuesday afternoon. Highlight for all CowBelles, as usual, will be the breakfast and business meeting in the Persian Room on Tuesday morning. (Remember to pay your 1958 dues so you'll be eligible to attend and make your voice heard in the affairs of our National organization!)

The Oklahoma ladies are inaugurating a unique and thoughtful extra service for the visiting ladies in their Hospitality Room this year. They will have a registration book in which each visitor can sign her name and give her hotel or motel address—so if you're looking for a friend you met last year from some other state, or if you want to know if your nearest neighbor made it after all, if she is there and registered you can look her up.

If you've not already made your reservations, better do so at once!

NEBRASKA COWBELLES promoted



New to the Ford station wagon line is the six-passenger Fordor Ranch Wagon. Ford spent \$185 million on changes.



The 1958 Studebaker Silver Hawk. It comes with a six-cylinder, 101-horsepower engine or V-8, 259.2-cubic-inch engine generating 180 horsepower.



The biggest and most luxurious Mercury—the new Park Lane series. It is 220.2 inches long and has a 125-inch wheelbase. Mercury will offer 20 models for 1958.



Ford trucks led the industry in retail sales for 1957 and will offer in 1958 the widest coverage of any manufacturer in the volume truck market. Shown are the tilt-cab (left) and the Styleside pickup.

beef on a national scale when their president, Mrs. Bernard Briggs, appeared with Arthur Godfrey on his hour-long show from the Omaha Stock Yards during the Ak-Sar-Ben stock show. Mrs. Briggs presented Mr. Godfrey with a box of Beef Candy and a copy of "Beef Cookery" for his wife. Immediately, calls began to come in from all corners of the United States in regard to Beef Candy and where it might be purchased. On September 23, Mrs. Briggs spent a busy day promoting beef in the Omaha area. In addition to her appearance with Mr. Godfrey, she presented 50 pounds of beef sausage to the Creche Children's Home, had luncheon with the agriculture committee of the Women's Chamber of Commerce, appeared with first vice-president Mrs. John Furman on the home edition television program on Station KETV, and later with her husband and son Donald hosted an open house at the Castle Hotel for about 50 Stock Growers and CowBelles. During the evening she reigned as Queen of Ak-Sar-Ben and was presented with a beautiful compact and a bouquet of roses.

While in Omaha Mrs. Briggs and her fellow CowBelles made a number of contacts with cafes, steak houses and hotel dining rooms regarding their new "Beef State" place mats.

One hundred seventy copies of "Beef Cookery" were sold at the 1957 State Fair by the Nebraska 'Belles, as well as 91 pounds of Beef Candy. As a further incentive to cookbook purchases, and to promote the product, a pound of beef sausage was represented to the purchaser of every 10th cookbook. Mrs. Briggs, Mrs. John Streiff and Mrs. Martin Vierson also demonstrated the preparation of beef dishes during the fair and later appeared on radio and television.

NORTH DAKOTA COWBELLES report they have been busy as usual this year with beef promotion. As in other years, they distributed promotional material and sponsored several booths—one at the State Fair and one at the Winter Show. They have also had several floats in parades; the one at the Dickinson 75th anniversary celebration took first prize for out-of-town floats. CowBelles also took part in the pageant that was presented that week, appearing in the pioneer scene. They have promoted publicity of the history of the state, and sent souvenirs to the Boy Scout jamboree at Valley Forge for foreign distribution. They have designed and marketed a napkin and place mat promoting North Dakota beef. Their latest project is the donation of \$100 to a children's home at Fargo to be used toward furnishing the toddlers' play room.

(Let's hear from the rest of you with resumes of your year's activities. We'd like to feature them, with pictures, in our next issue.—ED.)

We are always happy to report on

AMERICAN CATTLE PRODUCER

activities of our state and National groups, but sometimes it gives an extra measure of delight to stress what's being done for our industry at grass-roots level by our sister CowBelles. Here is such an item: For more than 30 weeks the Pikes Peak (Colo.) CowBelles have presented a television program, "Cow-Belle Kitchen," at which guest cooks prepare and give recipes for beef dishes, usually using economy cuts. Letters have poured into the station office requesting copies of the recipes, which would seem to indicate this is a long-term beef promotion program that many other groups might consider.

Here and There With the CowBelles

The Arizona CowBelles recently awarded two educational scholarships—one to Miss Patti Perner, daughter of Mr. and Mrs. R. H. Perner, and the other to Clifford Gilliam, son of Mr. and Mrs. C. Gilliam. These scholarships may be used at the college of their choice, and this year both young people have chosen to attend the University of Arizona.

Southwestern (Colo.) CowBelles at their October meeting expressed their pleasure that Betty Mauler of Mancos took the grand championship at Cortez with her 4-H baby beef, and that Larry Everett of Mancos had the reserve champion animal in the same show. The trophy the Southwestern CowBelles will present to Miss Mauler was on display at the meeting.

Report was given on the recent Cow-Belle window in the Farmers' Drug Store in Cortez. It was also reported that the radio script for the Hunting Show had been received from the Western Colorado CowBelle Council and turned over to the radio chairman to be presented soon.

The fall luncheon meeting of the Tri-County (Kansas) CowBelles was held in Manhattan on Oct. 28.

Lake County (Calif.) CowBelles are still receiving comments and queries about their "motorized cow," the most photographed entry in the Lakeport Fourth of July parade. Starting with a jeep and a collection of odds and ends, the ladies came up with an animal that was personality-plus from her black construction-paper eyelashes to her Toni-curled rope tail. Her concealed cattle-call delighted the onlookers and brought cows galloping to the fence all along the route of march.

This group, organized in January of this year, has already taken an active part in three county-wide celebrations, had a booth in the County Fair, and has an educational program lined up for this winter. Congratulations to Mrs. Leslie McIntire and her energetic group!

Mile Hi (Colo.) CowBelles will spon-

sor a beef cutting demonstration at their November meeting. Safeway Stores will stage the demonstration, and all officers of Parent-Teacher organizations and garden clubs will be guests. Refreshments will be served.

On December 11 this group will stage a luncheon and style show at the Columbine clubhouse. Sponsoring this show will be Mrs. Wm. Sweet. All models will be members of the Mile Hi CowBelles.

Thanksgiving, Nov. 28; Christmas, Dec. 25; National Convention, Jan. 6 to 8—they're all much closer than you think! Paid your dues, made your reservations, sent in your Photo Contest entries? If not, do so today!

Definition of a Food Bill

"The cost of eating is not the budget-wrecker some people claim," says Charles V. Neal, Jr., writer for a New York newspaper. He explains:

"I just now checked our weekend order (part of a week's purchase), which totaled \$19.70 delivered. Only \$14 went for food. The rest of the money was for cigarettes, soft drinks, shampoo, napkins, toothpaste and paper towels. Also, \$1.50 of the \$14 was spent on cat food. Our own food cost came to \$12.50."

And that, adds Mr. Neal, included a frozen pie and cake mix, out-of-season items and some cellophane-wrapped items.

He concludes that people confuse groceries with luxuries, that tastes are running toward fancy wrappings, that we don't bake any more, we don't order in quantities and we want frozen or otherwise processed foods—and that costs money.

Locker Industry Drifting To Commercial Operations

Frozen food locker plants operating in the U. S. this year totaled 9,894, which was a decline of 430 plants from the previous year's number. The industry is continuing to change from a custom processing and locker rental service to more of a commercial processing and merchandising business serving home freezer users, local institutions and small retail stores. Some plants have discontinued the rental service and are processing and merchandising local as well as commercial frozen food to home freezer users and other outlets and are using their storage space for their own inventories or for commercial storage. Another type of plant is springing up near or in large towns and cities that processes and sells frozen food in quantity lots to home freezer users, and most of them also sell freezers.

More than \$5.5 million of the \$6.9 million budget for the 1958 dairy promotion program will be devoted to consumer advertising and merchandising.



COTTONSEED MEAL or CAKE

gives them size, bone ruggedness, early maturity, fast gains and mothering ability at economical cost.

Invest in sound cattle management: feed adequate Cottonseed Meal or Cake. You cannot afford a protein or phosphorous deficiency.

Educational Service
**NATIONAL COTTONSEED
PRODUCTS ASSOCIATION**
INCORPORATED
618 Wilson Bldg. Dallas 1, Texas

Angus steers bring \$1 to \$3 more per cwt.

Angus fat steers dress out more salable beef, so packers usually pay \$1 to \$3 more per cwt. for them—extra profit if you feed Blacks.

Convert feed into beef efficiently
Angus are famous for converting grain and roughage into quality beef that brings top-of-the-market prices. Be ahead! Feed Blacks!

American Angus Ass'n, St. Joseph, Mo.



Complete with set of figures 1 to 10, bottle of ink and full instructions. all for \$625, postpaid.

CATTLE BLANKETS

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



Several kinds to select from. Write for prices.

NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners.
4. Priced reasonable.



Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser.

—Write for it.

BREEDERS SUPPLY CO. COUNCIL BLUFFS IOWA

LIVESTOCK PREMIUM LISTS FOR FT. WORTH SHOW

Premium lists for the 1958 Southwestern Exposition and Fat Stock Show at Fort Worth show \$188,374 offered in prize money for entries in the livestock division, horse show and rodeo. The exposition will be held Jan. 24-Feb. 2, 1958; deadline for cattle, sheep and swine entries in the livestock judging is Dec. 15 and for horses Jan. 1.

THORP'S ALL STAR SALE SETS AVERAGE OF \$878

Registered Hereford breeders invested a total of \$41,260 in 47 Whitefaces offered for sale at the Walton Thorp Farm. The over-all average was \$878. The 17 bulls averaged \$1,558 and the 30 females \$493. Top bull was a winter calf which brought \$9,000 on a bid by Kulbeck Bros., Big Sandy, Mont. Topping the female offering was a bid of \$610 by Otto Fulscher, Holyoke, Colo.

N BAR ANGUS SALE MOVES LARGE OFFERING

The annual sale offering of the N Bar Angus Ranch at Grassrange, Mont. brought a capacity crowd to take part in the lively bidding and saw 57 bull calves bring a total of \$12,345 to average \$217; 48 heifer calves total \$6,623 for a \$139 average. Also sold, 241 commercial heifer calves for \$29,782 and 30 commercial cows for \$4,590. The top price was \$460, paid for a bull calf. There was not much price spread on the registered females.

TOP CERTIFICATE BRINGS K.C. HEREFORD CHAMP SPECIAL HONOR

The champion Hereford bull of the 59th annual American Royal Livestock Show at Kansas City brought his owner, Roy Turner of Sulphur, Okla., the coveted 10 millionth registration number in Hereford history. The female grand champion came from Herschede Ranch, Hereford, Ariz. and Hull-Cobbs Ranches of Ft. Worth, Tex. showed the reserve female.

WHR AVERAGE \$850 AS 62 ANIMALS SELL

The Wyoming Hereford Ranch sale at Cheyenne last month averaged \$849 on 62 lots for a \$52,695 total, with 50 bulls averaging \$931 and 12 females \$541. The top bull brought \$4,000 from a Colorado buyer; the top female went to Missouri for \$900. More than three-fourths of the animals went to new owners in Colorado, Wyoming and Nebraska, with the bidding steady on excellently fleshed cattle.

COULTER SALE IN NEBR. SETS \$428 AVERAGE

At Bridgeport, Nebr. last month, 36 bulls sold for \$15,405 in the Bern R. and Cal Coulter Hereford sale; the average was \$428, the top price paid was \$880, and the next-high price was \$800.

ANGUS ORGANIZATION REPORTS ON MEMBERSHIPS

More registered Aberdeen-Angus went to new owners in 1957 than in any other year in the history of the American Angus Association, according to a report from the breed group in St. Joseph, Mo. New lifetime members totaled 2,444. The new annual record of 147,964 transfers and the new breeders are 3 per cent higher than for 1956, with lifetime memberships now totaling 34,205, and breeders registering 185,213 calves in 1957 for the fourth highest annual registration; the figure for the previous year was 186,771.

Missouri maintained its lead in Angus production; Iowa is in second place for registrations but Illinois has more new breeders and the most junior members. Angus cattle were recorded from the 48 states, Canada and Hawaii, with transfers and new members listed also for Cuba and Mexico.

ANGUS CONFERENCE SLATED AT FRESNO STATE COLLEGE

The fourth annual American Aberdeen-Angus Conference, set for Fresno, Calif., Mar. 9-11, 1958, will afford Angus breeders in the western states their first opportunity to attend a national conference in home territory. Previous events have been held at Oklahoma State University, the University of Tennessee and Michigan State University. The 1958 sessions will be headquartered on the new campus of Fresno State College.

AMERICAN HEREFORD ASSN. ISSUES 12-MONTH REPORT

A total of 50,729 Hereford calves was recorded by Texas breeders during the last fiscal year, while Oklahoma breeders recorded 23,298 calves to move their state from fourth position last year to second this year in Hereford registrations. The American Hereford Association reports that Kansas is in third place with 23,257 and Nebraska fourth with 22,462. In all, 430,951 calves were recorded in the 48 states and territories in the 12-month period—fifth highest in the history of the association.

COLOMEADOW FARM BUYS SHORTHORN HERD

Colomeadow Farm, Deertrail, Colo. has become one of the largest registered Shorthorn establishments in the West with its recent acquisition of the Ringwell Farms herd of 80 head. Among the animals were two International grand champions, the 1954 top bull and the 1953 champion female. Ringwell Farms in Illinois is owned by James C. Ewell; Colomeadow Farms owner is John Shuman. Shortly after announcement of the purchase, Mr. Shuman revealed the sale of the grand champion Shorthorn bull to the University of Kentucky for \$10,000.

MARYLAND BEEFMEN AVERAGE \$22.97 ON FALL FEEDER CALVES

The fifth annual fall feeder calf sale of Maryland Beef Cattle Producers was held Oct. 10. A total of 805 steers sold for an average of \$24.79; 501 heifers set an average of \$19.76. The over-all average in the sale for the 1,306 animals was \$22.97, and top price of \$50 per cwt. was paid for six Angus steers.

OMAHA FEEDER CALF SALE TOTAL \$165,000 FOR 1,569 CALVES

A total of 1,569 western calves grossed nearly \$165,000, marking up the highest prices since 1952 at the 13th annual Omaha Feeder Calf Show and Sale, Oct. 17-18. The grand champion load, Hereford steer calves consigned by Leo Egan of Ashby, Neb., averaged \$42.61; the top five of the load sold at \$50. The Shorthorn champions, steer calves from R. D. Jones, Elbert, Colo., averaged \$31.08. The top Angus steer calves brought \$31.74.

WESTERNERS TOP RECORDERS IN SHORTHORN ASSOCIATION

The monthly report issued from the American Shorthorn Breeders Association offices in Chicago shows Russel Glantz & Sons of Roberts, Mont. and J. E. Albaugh & Sons, Adin, Calif. tied for top September recorder honors last month. Each recorded 64 head. Dale E. Metlen of Chrisman, Ill. took third place. The Albaughs are Polled Shorthorn breeders, the others raise regular Shorthorns.

The association reports also that 117 new members from 27 states joined in September; 64 were active breeders, the other 53 are junior members.

WSC PLANS SHORT COURSE ON VARIOUS LIVESTOCK TOPICS

The Washington State College stockman's short course, set for Dec. 9-13, will this year explore the question of how to produce superior beef, pork and lamb, and more of it, through improved breeding. Also booked is a special session for horsemen on stud management, discussion of general livestock problems and a special program for ladies.



At last, a low cost, completely automatic cattle oiler, one that animals can't tear-up, and won't wear out. Priced so low you can't afford to be without them. Easy to install. Attach to any post, anywhere. No service problems. Just fill 'em and forget 'em. Giant 3" marine rope provides perfect rubbing and scratching surface. Automatic valve releases just the right amount of oil onto rope as cattle use it. Oils cattle thoroughly. Nothing else like it! The "oiler of the future"! Install them now!

Accept This "FREE TRIAL" OFFER!

Try Rope-Wick Oilers at our risk! Write for Illustrated Literature, quantity prices, and 30-Day Trial Plan. FARNAM CO. Dept. 3 6701 N. 39th, OMAHA, NEBR.

HERD CLASSIFICATION PLAN APPROVED BY ANGUS ASSN.

At its meeting in October at St. Joseph, Mo., the American Angus Association board of directors approved the herd classification program under study for some months. Classification by the association will be voluntary, conducted on registered cattle owned by its members; the plan will probably go into operation in 1958.

Herd classification means assigning a rating based on the degree to which each animal approaches an ideal type; the rating is obtained through use of a score card of points assigned the various parts of the animal, with no consideration given to pedigree, family or past production. Under the new program, each breeding animal will have a uniform, unbiased rating, according to type. With passage of the years, the records are expected to provide a fairly accurate check on herd progress. Production of individual cows, family lines and bulls will be available for comparison and serve as basis for herd replacements and culling.

HEREFORD ASSOCIATION ELECTS NEW OFFICERS, DIRECTORS

Walter M. Lewis, partner in the veteran Hereford breeding firm of John M. Lewis & Sons, Larned, Kan., is the new president of the American Hereford Association, following voting at the annual membership meeting in Kansas City last month. Vice-president is Alan Feeney of Milky Way Farms, Phoenix, Ariz., a former president of the organization. Albert Mitchell of Albert, N. M. and G. C. Parker of Tulsa, Okla. were named to the board.

SHORTHORN ASSOCIATION HAS REGISTRATION RISE IN 1957

A release by the American Shorthorn Association says that of major recording organizations it was the only purebred beef group to show an increase in registrations over 1956. It ran up a total of 44,175 pedigrees for an increase of 58 over the previous year. Total included 30,350 Shorthorns and 13,825 Polled Shorthorns. It was the first year since 1954 that the association has shown an increase in recordings over the previous year. Membership is 7,952, not including 559 junior memberships.

HEREFORDS TAKE TOP HONORS IN KANSAS CITY SHOW

The grand champion steer of the American Royal Stock Show at Kansas City was a Hereford shown by 17-year-old Gary Minish, Dysart, Ia. The reserve champion was also a Whiteface, exhibited by Joe Weedon of Grosvenor, Tex.

MESSERSMITH AVERAGE \$453

Top price at the F. E. Messersmith & Sons Hereford sale at Alliance, Nebr., Oct. 9 was \$975, with an average of \$453. The top 20 went at \$625.

SALES

**NOV.
25
COLO.**

HAYSTACK'S ANGUS HARVEST BULL SALE

Nov. 25, 1957, 10 a.m., Longmont, Colo., at Haystack Angus Ranch. 100 registered ranch bulls, 100 unfitted, registered.

A real opportunity to acquire good, solid breeding stock at bargain prices. For catalog write to Dave Canning, CANNING LAND & CATTLE CO., Box 1115, Staunton, Va. Phone 6-0811. Lloyd Rudd and Cyrus Melikion, Owners.

**DEC.
14
S. D.**

Bones Hereford Ranch

Annual Herd Bull and Replacement Sale
December 14
35 bulls
Bones Hereford Ranch, Parker, S. D.

Parker, South Dakota
35 bred heifers
Phone Hartford 23F09

BREEDERS: Use Producer "Calendar Ads" for the economical and sure way to reach rangemen buyers. All "Calendar Ads" are the same size, thereby drawing equal attention. Cost is nominal. Write to American Cattle Producer, 801 East 17th Ave., Denver 18, Colo. Phone AMherst 6-2330.

BULLS

FOR SALE AT PRIVATE TREATY

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

ABERDEEN-ANGUS CATTLE

Purebred and Commercial

N BAR RANCH Grassrange, Mont.

F. E. MESSERSMITH & SONS ALLIANCE, NEBRASKA

"Our Herefords build the beef where the highest priced cuts of meat grow."

Calendar

Nov. 11-20—91st annual meeting of National Grange, Colorado Springs, Colo.
Nov. 13-14—Annual meeting of Florida Cattle-men's Assn., Tampa.
Nov. 29-Dec. 1—International Livestock Exposition, Chicago.
Dec. 5-7—Annual meeting of California Cattle-men's Assn., Fresno.
Dec. 13-14—Annual meeting of Arizona Cattle Growers Assn., Prescott.
Dec. 13-14—Utah Cattlemen's annual convention, Salt Lake City.
Jan. 6-8, 1958—61st annual convention, AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION, Oklahoma City, Okla.
Jan. 10-18, 1958—National Western Stock Show, Denver.
Jan. 24-Feb. 3—Southwestern Exposition and Fat Stock Show, Ft. Worth, Tex.

WHOLESALE DRESSED MEATS

	(Chicago)	
	Oct. 24, 1957	Oct. 25, 1956
Beef, Prime	\$41.50 - 44.50	\$45.00 - 49.00
Beef, Choice	39.50 - 42.00	41.00 - 44.00
Beef, Good	35.50 - 38.50	34.00 - 38.00
Beef, Std.	32.00 - 35.50	29.00 - 32.00
Veal, Prime	44.00 - 46.00	39.00 - 41.00
Veal, Choice	41.00 - 44.00	35.00 - 38.00
Veal, Good	35.00 - 41.00	26.00 - 35.00
Lamb, Choice	43.00 - 47.50	40.00 - 43.00
Lamb, Good	41.00 - 45.00	37.00 - 40.00
Pork Loin, 8-12#	42.00 - 45.00	37.00 - 40.00

CHICAGO LIVESTOCK PRICES

	Oct. 24, 1957	Oct. 25, 1956
Steers, Prime	\$25.25-27.50	\$26.00-30.00
Steers, Choice	23.75-26.25	23.00-28.00
Steers, Good	20.00-24.00	18.50-23.50
Steers, Std.	18.50-20.50	15.00-18.50
Cows, Comm.	14.50-16.00	12.25-14.00
Vealers, Gd.-Ch.	24.00-27.00	23.00-24.00
Vealers, Std.	19.00-24.00	16.00-23.00**
Calves, Gd.-Ch.	18.00-23.00	17.00-19.00*
Calves, Std.	16.00-18.00	13.00-17.00**
F. & S. Steers, Gd.-Ch.	19.50-26.50	16.50-22.50
F. & S. Steers, Cm.-Md.	15.00-20.00	11.50-16.50
Hogs (180-240#)	16.00-17.50	15.00-16.00
Lamb, Gd.-Ch.	19.00-21.00	19.00-21.00
Kwes, Gd.-Ch.	6.00- 7.50	4.50- 5.50

(* Ch. only in 1956)
(** Cm.-Gd. in 1956)

COLD STORAGE HOLDINGS

	(In thousands of pounds)	
	Sept. 1957	Aug. 1957
Frozen Beef	90,109	99,540
Cured Beef	12,890	12,257
Total Pork	134,185	147,043
Lamb, Mutton	8,887	8,194
		Sept. 1956
		5-Yr. Avg.
		123,987
		5,882
		7,179
		210,257
		9,682

FEDERALLY INSP. SLAUGHTER

	(In thousands)	
	Cattle	Calves
Sept. 1957	1,617	638
Sept. 1956	1,617	601
9 mos. 1957	14,464	5,414
9 mos. 1956	14,734	5,602
	Hogs	Sheep
	4,979	1,467
	43,560	10,888
	47,145	10,588

COVER PICTURE

One of the 2,322 livestock auction markets throughout the country, this auction market, located at Belle Glade, Florida, is part of a phase assuming new importance in our livestock economy.

CHICK PRODUCTION UP

During September a total of 131,913,000 chicks was produced by commercial hatcheries, according to the Crop Reporting Board. This is 8 per cent above September, 1956, and 50 per cent above average for the month.

Personal Mention

Florence Radell Hall, daughter of Mr. and Mrs. Radford Hall, was married in Denver Oct. 29 to Bruce M. Mitchell, son of Mr. and Mrs. Elmer Mitchell, of Burbank, Calif. The bride and groom are graduates of Denver University and Whittier College, respectively. The couple will make their home in Whittier, Calif. Mr. Hall is executive secretary of the American National.

Dr. James L. Williamson, animal science and nutrition graduate of the University of Illinois this year, has joined the Ralston Purina research staff at the firm's headquarters in St. Louis, where he will work in research with the nutrition and management of beef cattle and sheep.

Appointment of Howard A. Post of International Falls, Minn. as forest resources assistant, natural resources department, Chamber of Commerce of the United States, has been announced. Richard W. Smith is manager of the department.

Deaths

Lynn Kemper: Widely known in the Denver livestock market, Mr. Kemper died last month at age 58. He had been sick in a Pueblo hospital for about a month, after becoming ill at his summer home near Palmer Lake, Colo.

L. W. Long, Sr.: One of Oklahoma's prominent livestock pioneers, Mr. Long died last month at Rush Springs after a short illness. He was the father of Lucius W. Long, Jr.

George R. Daley: Well-known rancher of southern California. Mr. Daley died Oct. 1. He had several ranch holdings and a few years ago purchased the Sky Ranch near Julian.

Letter To The Editor

(Cont. fr. P. 4)

Cattlemen's Association. It gives, besides the Weather Bureau forecast, up-to-the-minute reports on ranch sales in the West and news about the industry. It is mailed to members of the American National — and, incidentally, membership dues in that organization are 7 cents a head on cattle run, \$10 a year minimum.—Ed.)

INDUSTRY EVOLUTION — Give us more good statistics on the future trends in the beef industry; think you have only scratched the surface. There is an evolution now going on which is so gradual many folks will not know what happened until 10 years from now. The price trend is up. Grading standards are obsolete, based on consumer choice!—O. E. Schroeder, Appleton, Wis.

NEW MEXICO GRATEFUL — We have had some nice moisture the past week — on my ranch from 1 to 2½ inches. It is wonderful, especially coming on top of good summer rains with a lot of grass already on the ground.—J. S. Culbertson, Lordsburg, N. M.

MID-OCTOBER IN SOUTH DAKOTA — Weather has been wet here; had 5 inches snow last Monday. Will weigh the steer calves on the 16th at 25 cents; they are sure in good shape.—Claude E. Olson, Ludlow, S. D.

GRASS, CATTLE GOOD — Still no major storm this fall. Everything very dry. Due to wet weather this spring, grass conditions are good and cattle are coming off the range in good shape. Springs and creeks held up well all summer and with cooler weather are increasing their flow.—Ken Sadilek, Rowland, Nev.



Colorful display streamers developed by the National Live Stock and Meat Board for use in meat promotion which is built around the theme: "Give and Serve Meat for Christmas." The full-color reproductions are set against backgrounds of holiday red and green. The size of each display streamer is 20 inches by 4 inches. Similar streamers have been developed for pork and lamb. While developed primarily for use in retail meat and grocery stores, the streamers are available for use by packers, livestock organizations and others. They may be obtained in quantity at cost by writing the meat board at 407 South Dearborn, Chicago 5, Ill.

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